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# Automotive News®

Detroit, March 17, 1980

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## Audacious

### 4WD Audi bows at Geneva

Star of the Geneva Motor Show was the Audi Quattro, an exotic, four-wheel-drive machine. Audi plans to produce 3,000 in the next 18 months and has made "no decision" on exports to the U. S. Geneva Show Story on Page 3.

# Jury finds Ford innocent in Pinto homicide case

By Roger Rowand
Engineering Editor

WINAMAC, Ind. — Ford Motor Co. was found innocent of three counts of reckless homicide in the Pinto case.

The trial followed the deaths of three girls in a Pinto that was rear-ended by a van.

The case ended with prosecutor Michael Cosentino virtually throwing up his hands and saying, "That's that, the public can buy any car they want to."

Chief Defense Attorney James Neal said, "This was the most difficult case I have ever tried. The state had a very easy, emotional case and made the most of that. We had a less emotional case. It was a corporation case, no one goes to jail."

Neal said the decision, which came after 25 hours of deliberation spread over four days, should vindicate Ford and Pinto in the eyes of the public.

"The Pinto has been bombarded with one-sided arguments and articles for years," he said.

Neal said one primary result of the Pinto trial is the realization on the part of the public that a corporation can get a fair trial.

In the course of the trial, the jury heard 22 state witnesses and 19 Ford witnesses. The state introduced 176 pieces of evidence.

The night before the decision, Ford asked Judge Harold Staffeldt to keep the jury in its deliberation room to prevent members from seeing a newspaper piece or hearing a radio story Ford considered highly damaging.

The story quoted the judge as saying, "Maybe no precedent setting will be done here, but I think there is a message. That is that corporations ought to refrain from doing some of the things they do and have done."

Judge Staffeldt told AUTOMOTIVE NEWS he believes actions such as the Pinto trial are symptomatic of what he calls "a revolution against technology."

However, the judge added that the Pinto case may not have been the proper way to go about showing dissatisfaction with the system as it exists today.

Cosentino continually emphasized the case points up a crying need for corporations to accept responsibility and accountability.

"Just as you and I must leave our neighbor's wife alone or not go out and steal money, corporations must live by moral standards," he said.

The hot-tempered part-time

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# Henry Ford II retires; Caldwell, Petersen rise

By Robert W. Irvin
Editor-at-Large

DEARBORN.—Henry Ford II, who resigned as chief executive officer of Ford Motor Co. last fall, took the second step last Thursday and retired as chairman of the auto firm founded by his grandfather in 1903.

Ford, 62, has been the leading figure in American business for more than a generation. He served as chairman and before that as president of the company since 1945, when he was called from naval service in World War II to rescue the floundering auto company.

His departure last week set off a chain reaction series of promotions at Ford.

Philip Caldwell, who took over from Ford as chief executive officer last Oct. 1, now becomes chairman as well.

Caldwell also had been serving as president and chief operating officer. Those posts now go to Donald E. Petersen. Previously, Petersen was executive vice president in charge of Ford international automotive operations.

He is succeeded by John McDougall.

Harold (Red) Poling was named executive vice president in charge of Ford North American Automotive Operations. He succeeds William O. Bourke, 52, who is retiring, effective May 8.

Poling had been executive vice president in charge of corporate staffs and McDougall had been executive vice president in charge of operations at Ford NAOO.

• Ford announced his retirement at a press conference he called in the company's "Glass House" world headquarters building here. He read a brief statement explaining that he decided 10 days ago that the time was now right for him to surrender the job of chairman.

He explained that he didn't do so last fall because of pending litigation against the company and its officers, which has now been settled. He also said he discovered in recent weeks that the job of chairman had to be a full-time post and that is why he was giving it over to Caldwell.

He said he would continue as a member of the board and as chairman of the Finance Committee.

His brother, William Clay Ford, will continue as a member of the Office of the Chief Executive and of the board of directors. In this way, Ford said, "the Ford name will be adequately represented in the top echelons of the company."

Caldwell said the Office of the Chief Executive had been enlarged to include the new president, Petersen, along with Will Caldwell, executive vice president in charge of finance.

# New-car stockpile increases; days' supply is sliced to 68

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers ceased during February the heavy inventory trimming that marked the two preceding months, but a pickup in the sales rate caused the days-supply figure to continue its downward movement.

The industry had 1,610,544 new cars in stock March 1, a 68-day supply, compared with 1,598,548 on Feb. 1, a 71-day supply. A year ago on March 1, the industry had a lot more cars—

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1,957,340—but the 69½-day supply was in the same neighborhood as this year's.

Ford Motor Co. and Chrysler Corp. continued to trim their unit counts during February, while General Motors, American Motors and Volkswagen added units during the month. But in terms of days supply, AMC, Chrysler Corp. and Ford Motor Co. were down, while GM and VWoA gained.

GM had a 60½-day supply Mar[illegible] days a month earlier. GM still had slim stocks of X-body compacts and supplies ranged from meager 16½-day supplies of Skylark and Phoenix to 123½-day stock of Grand Prix and 124½ of Monte Carlo.

Ford Motor Co. opened March with a 74-day supply, down from 83 on Feb. 1. Stocks of Zephyr and Fairmont fell to 43 and 39 days, respectively, while Lincoln inventories reached 161 days.

Chrysler Corp. had a 106-day supply March 1, down from 120 days. Shortest were Horizon and Omni at 61 and 62, but most other lines were over 100 days.

AMC had a 103-day stockpile at the beginning of March, off slightly from 104 days a month earlier. Spirit supply was cut to 76 days. VWoA's supply of U. S.-built Rabbits climbed to a still-slender 32 days from 29 days a month earlier.

The March 1 domestic inventory was divided this way: GM, 55.91 percent; Ford Motor Co., 24.56 percent; Chrysler Corp., 15.12 percent; AMC, 3.20 percent.

A month earlier, the new-car inventory was divided this way: GM, 54.55 percent; Ford Motor Co., 25.85 percent; Chrysler Corp., 15.69 percent; AMC, 2.97 percent, and VWoA, 0.94 percent.

By size class, stocks of subcompacts, compacts and stand-

Continued on Page 8, Col. 1

## breaking news

### Ford offers $500 truck rebates

DEARBORN.— Ford Motor Co. is offering $500 rebates on new '79 light trucks, vans and Club Wagons equipped with V-8 engines purchased from March 13 to April 19. Its $300 Fairmont/Zephyr and $500 Thunderbird/Cougar XR-7 rebates end March 22.

### Peugeot-Citroen lends Chrysler $100 million

DETROIT.—Chrysler Corp. has received $100 million in cash from P.S.A. Peugeot-Citroen under a short-term loan agreement. The loan was secured by Chrysler's 1.8 million shares of Peugeot-Citroen stock. Chrysler obtained the stock in 1978 when it sold its European subsidiaries to Peugeot-Citroen. The stock represents a 14 percent equity interest in the French firm.

### New-car sales fall 19 percent

DETROIT. — New-car sales March 1-10 totaled 187,852, down 19.49 percent from 233,332 a year earlier. AMC rose 30 percent to 3,900. General Motors fell 14.14 percent to 117,296; Ford Motor Co., 28.22 percent to 45,871; Chrysler Corp., 34.23 percent to 17,128, and VW, 30.2 percent to 3,657.

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# New-car stocks increase but days' supply is sliced

Continued from Page 1

ards were down from a month earlier, while intermediates were unchanged and luxury units were up.

On March 1 the industry had a 52-day supply of subcompacts, down from 58½ days, and a 57½-day stock of compacts, down from 62 days. Standards dipped from 84 to 82 days during February.

Intermediates held firm at an 81-day supply, and the luxury segment's inventory jumped from 63 to 75 days during the month.

The March 1 inventory was divided this way among the size classes: Subcompact, 15.98 percent; compact, 23.98 percent; intermediate, 32.95 percent; standard, 20.52 percent, and luxury, 6.57 percent.

A month earlier, the inventory was divided by size class as follows: Subcompact, 16.30 percent; compact, 23.77 percent; intermediate, 33.10 percent; standard, 20.60 percent, and luxury, 6.23 percent.

The March 1 days-supply figures by market class were:

Subcompact — Rabbit, 32; Chevette, 39; Monza, 51; Sunbird, 52; Horizon, 61; Omni, 62; Bobcat, 71; Starfire, 73; Pinto, 75; Spirit, 76, and Skyhawk, 85½.

Compact — Skylark, 16½; Phoenix, 16½; Omega, 23; Citation, 30; Zephyr, 39; Fairmont, 43; Capri, 75; Mustang, 76; Camaro, 96; Concord, 101; Firebird, 118½; Volare, 125; Pacer, 136; Aspen, 141½, and Eagle, 149½.

Intermediate — Cutlass, 36½; Century, 41½; Supreme, 54; Regal, 68; Thunderbird, 74; Cougar XR-7, 78; Malibu, 79; Monarch, 93; LeMans, 94; Granada, 109; LeBaron, 118½; Grand Prix, 123½; Monte Carlo, 124½; LTD II, 128; Diplomat, 143; Mirada, 199, and Cordoba, 214.

Standard — Olds 88, 53; Olds 98, 66; LeSabre, 69; Electra, 71; Mercury, 79; Chevrolet, 79; Gran Fury, 86; Pontiac, 95; Chrysler, 126; St. Regis, 127, and Ford, 130.

Luxury — Eldorado, 50½; Corvette, 52; Riviera, 57; Toronado, 63½; Cadillac, 73; Seville, 77; Versailles, 119; Mark VI, 123, and Lincoln, 161.

## NEW-CAR STOCK

**New-car days-supply figures, U.S. makes:**

| | 1980 Mar. 1 | 1980 Feb. 1 | 1979 Mar. 1 |
|---|---|---|---|
| Spirit | 76 | 94½ | 140½ |
| Concord | 101 | 109 | 100 |
| Eagle | 149½ | 107 | — |
| Pacer | 136 | 128½ | 216 |
| AMERICAN MTRS. | 102½ | 104 | 119 |
| Horizon | 61 | 72½ | 40 |
| Volare | 125 | 143½ | 98 |
| Gran Fury | 86 | 142 | — |
| Plymouth | 83½ | 98 | 67 |
| LeBaron | 118½ | 145 | 134 |
| Cordoba | 214 | 154 | 172 |
| Chrysler | 126 | 163 | 161 |
| Chrysler | 145 | 153 | 153 |
| Omni | 62 | 74 | 36½ |
| Aspen | 141½ | 150 | 138 |
| Diplomat | 143 | 221 | 203 |
| Mirada | 199 | 163 | 210 |
| St. Regis | 127 | 115 | 323 |
| Dodge | 107 | 109 | 106½ |
| CHRYSLER CORP. | 106 | 120 | 101 |
| Pinto | 75 | 80 | 67 |
| Mustang | 76 | 84 | 66 |
| Fairmont | 43 | 63 | 84 |
| Granada | 109 | 106 | 94 |
| Thunderbird | 74 | 108 | 66 |
| Ford | 130 | 103 | 117 |
| Ford | 73 | 84 | 82 |
| Bobcat | 71 | 79 | 62 |
| Capri | 75 | 79 | 56 |
| Zephyr | 39 | 58 | 83 |
| Monarch | 93 | 85 | 108 |
| Cougar XR-7 | 78 | 101 | 89 |
| Mercury | 79 | 63 | 100 |
| Mercury | 67 | 77 | 83 |
| Versailles | 119 | 95 | 129 |
| Lincoln | 161 | 120 | 50 |
| Mark VI | 123 | 86 | 69 |
| Lincoln | 137 | 100 | 65 |
| FORD MOTOR CO. | 74 | 83 | 81 |
| Skyhawk | 85½ | 105 | 51 |
| Skylark | 16½ | 16 | 51 |
| Century | 41½ | 40 | 45 |
| Regal | 68 | 57½ | 49 |
| LeSabre | 69 | 100 | 50 |
| Electra | 71 | 68½ | 58 |
| Riviera | 57 | 63 | 19 |
| Buick | 50 | 51½ | 48 |
| Seville | 77 | 62 | 61 |
| Cadillac | 73 | 59 | 41 |
| Eldorado | 50½ | 36½ | 32 |
| Cadillac | 69 | 55 | 42 |
| Chevette | 39 | 43 | 41 |
| Monza | 51 | 60 | 51 |
| Citation | 30 | 29 | 92 |
| Camaro | 96 | 95½ | 31½ |
| Malibu | 79 | 75 | 74 |
| Monte Carlo | 124½ | 99 | 126 |
| Chevrolet | 79 | 94 | 79 |
| Corvette | 52 | 47 | 31 |
| Chevrolet | 62 | 65 | 69 |
| Starfire | 73 | 72½ | 42 |
| Omega | 23 | 22 | 73 |
| Cutlass | 36½ | 40 | 56 |
| Supreme | 54 | 54 | 51½ |
| Olds 88 | 53 | 50 | 38 |
| Olds 98 | 66 | 51 | 37½ |
| Toronado | 63½ | 46 | 29 |
| Oldsmobile | 47 | 47 | 46 |
| Sunbird | 52 | 59 | 43 |
| Phoenix | 16½ | 13 | 70 |
| Firebird | 118½ | 101 | 26 |
| LeMans | 94 | 81½ | 69 |
| Grand Prix | 123½ | 95½ | 77 |
| Pontiac | 95 | 80 | 73½ |
| Pontiac | 81½ | 72 | 58 |
| GENERAL MOTORS | 60½ | 60 | 58 |
| VOLKSWAGEN | 32 | 29 | 24 |
| TOTAL CARS, U.S. | 68 | 71 | 69½ |

# Datsun leads ad spending by importers

By Joseph Bohn
Marketing Editor

The major importers spent $161.4 million advertising their cars and trucks in the first six months of 1979, according to a study by a major advertising agency based on generally available information.

Importers spent $151.1 million of that on cars and another $10.3 million on truck advertising.

The numbers revealed that Toyota and Datsun were pretty competitive on expenditures, while outdistancing all other importers.

Datsun, for example, spent $31.3 million on car advertising, or about 20.73 percent of the reported car outlays. Toyota spent $29.3 million, or 19.36 percent of the import money spent on car advertising.

Other major advertisers were: Volkswagen, spending $17.4 million, or 11.51 percent of the total; Mazda, spending $13.3 million, or 8.82 percent of the total, and Honda, spending $12.3 million, or 8.19 percent.

In terms of media, magazines and newspapers play a considerably more important role in importers' advertising than do electronic media.

• Magazines, for example, captured 26.86 percent of major importers' car budgets during January-June, 1979 (13.60 percent in the first quarter and 13.26 percent in the second quarter).

Newspapers captured 11.66 percent (7.70 percent in the first quarter and 3.96 percent in the second).

TV, of course, continued to hold the major portion of budgets. Network TV captured 33.85 percent of importers' car budgets (17.56 percent during January/March and 16.29 percent during April/June.)

Spot TV captured 23.88 percent of the car outlays, (10.61 percent in the first quarter, 13.27 percent in the second).

Spot radio captured 3.28 percent of budgets (2.08 percent during the first quarter; 1.20 percent in the second).

There was no network radio reported for any of the leading importers.

Outdoor captured 0.47 percent of budgets, all of it in the first quarter.

## FOREIGN CAR/TRUCK AD EXPENDITURES—(January-June, 1979)
(In Thousands of Dollars)

| | JANUARY - MARCH | | | | | | | APRIL - JUNE | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Magazine | Newspaper | Outdoor Paint, Post | Network Radio | Spot Radio | Network TV | Spot TV | Magazine | Newspaper | Outdoor Paint, Post | Network Radio | Spot Radio | Network TV | Spot TV | Total 6 Months |
| Audi | 780 | 67 | 5 | ..... | 8 | ..... | 168 | 836 | 4 | ..... | ..... | ..... | 404 | 236 | 2,508 |
| Fiat | 781 | 828 | 13 | ..... | 59 | 1,227 | 1,383 | 1,878 | 189 | ..... | ..... | 97 | 893 | 2,084 | 9,432 |
| MG | 296 | 63 | ..... | ..... | ..... | 1,056 | 5 | 1,326 | 284 | ..... | ..... | ..... | 1,223 | 60 | 4,313 |
| Mercedes-Benz | 1,720 | 534 | ..... | ..... | ..... | ..... | 1,165 | 785 | 56 | ..... | ..... | ..... | ..... | 1,137 | 5,397 |
| Porsche | 864 | 67 | ..... | ..... | ..... | ..... | 749 | 506 | 181 | ..... | ..... | ..... | 260 | 950 | 3,577 |
| Renault | 582 | 547 | ..... | ..... | ..... | ..... | ..... | 754 | 916 | ..... | ..... | ..... | ..... | ..... | 2,799 |
| Saab | 1,083 | 1,083 | ..... | ..... | ..... | ..... | ..... | 1,288 | 668 | ..... | ..... | ..... | ..... | 87 | 4,209 |
| Triumph | 172 | ..... | ..... | ..... | 4 | ..... | ..... | 544 | 4 | ..... | ..... | ..... | 1,173 | 96 | 1,993 |
| Volvo | 1,648 | 800 | ..... | ..... | ..... | ..... | 52 | 1,988 | 970 | ..... | ..... | ..... | ..... | 598 | 6,056 |
| VW Rabbit | 2,464 | 75 | 106 | ..... | 35 | 5,054 | 494 | 1,202 | 51 | ..... | ..... | ..... | 5,426 | 523 | 15,430 |
| VW Others | 431 | 2 | ..... | ..... | ..... | 53 | 524 | 256 | 5 | ..... | ..... | ..... | 370 | 329 | 1,970 |
| Datsun | 3,380 | 5,151 | 226 | ..... | 2,889 | 5,090 | 4,321 | 1,940 | 952 | ..... | ..... | 1,658 | 2,417 | 3,306 | 31,330 |
| Honda | 1,994 | 113 | 3 | ..... | 93 | 3,503 | 73 | 2,571 | 34 | ..... | ..... | 34 | 3,840 | 115 | 12,373 |
| Mazda | 1,273 | 17 | 1 | ..... | 59 | 4,490 | 552 | 1,461 | 155 | ..... | ..... | 28 | 3,156 | 2,137 | 13,329 |
| Subaru | 712 | 43 | ..... | ..... | ..... | 1,089 | 1,775 | 649 | 236 | ..... | ..... | ..... | 1,079 | 1,552 | 7,135 |
| Toyota | 2,371 | 2,251 | 361 | ..... | ..... | 4,966 | 4,767 | 2,062 | 1,274 | ..... | ..... | ..... | 4,371 | 6,838 | 29,261 |
| **Car Total** | 20,551 | 11,641 | 715 | ..... | 3,147 | 26,528 | 16,028 | 20,046 | 5,979 | ..... | ..... | 1,817 | 24,612 | 20,048 | 151,112 |
| Datsun | 138 | 234 | ..... | ..... | ..... | ..... | 865 | 792 | 31 | ..... | ..... | ..... | 279 | 838 | 3,177 |
| Mazda | 60 | 18 | ..... | ..... | ..... | ..... | 438 | ..... | 36 | ..... | ..... | ..... | ..... | 481 | 1,033 |
| Toyota | 349 | 63 | ..... | ..... | ..... | 340 | 773 | 308 | 264 | ..... | ..... | ..... | 417 | 2,348 | 4,862 |
| VW | 23 | ..... | ..... | ..... | ..... | ..... | 208 | ..... | 3 | ..... | ..... | ..... | 109 | 891 | 1,228 |
| **Truck Total** | 570 | 315 | ..... | ..... | ..... | 340 | 2,279 | 1,100 | 334 | ..... | ..... | ..... | 805 | 4,558 | 10,301 |

**Total was $243 million for 1st half of 1979**

# How U. S. markets spend ad funds

By Joseph Bohn
Marketing Editor

Domestic auto manufacturers spent $243,528,000 on car advertising during the first six months of 1979, according to a study by a major advertising agency from generally available information.

(In other reports in this issue, AUTOMOTIVE NEWS provides similar data on domestic truck advertising and also on import company advertising.)

The dollar figure for January-June, 1979, was higher than normal because of General Motors' launch of its new X-body cars in the second quarter.

GM, in fact, spent $42,873,000 launching the X-cars during April-June, about 17.60 percent of its six-month car budget, for the four car lines. The figure included $10,606,000 in corporate support advertising.

The figures indicate that, relative to its size and share of market, Chrysler far outspent Ford Motor. GM, for example, accounted for 51.46 percent of industry expenditures during January-June, with Chrysler accounting for 21.42 percent, Ford Motor for 21.10 percent and American Motors for 6.02 percent.

• The figures also reveal that Detroit spent 46.90 percent of its car budget in network TV during the first six months, 21.72 percent in magazine, 13.58 percent in spot TV, 9.98 percent in newspaper, 5.72 percent in spot radio, 1.32 percent in network radio and 0.78 percent in outdoor.

Network TV was stronger in the January-March quarter, accounting for 24.48 percent of six month expenditures against 22.42 percent during April-June.

By contrast, spot TV picked up in the second quarter, accounting for 7.37 percent of expenditures vs. 6.21 percent in the first quarter.

Magazines were also more popular in the second quarter. They grabbed 11.73 percent of

Continued on Page 68, Col. 2

## DOMESTIC CAR FACTORY AD EXPENDITURES (First six months of calendar 1979)

*(In Thousands of Dollars)*

| | JANUARY - MARCH | | | | | | | APRIL - JUNE | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Magazine | Newspaper | Outdoor, paint, post | Network Radio | Spot Radio | Network TV | Spot TV | Magazine | Newspaper | Outdoor, paint, post | Network Radio | Spot Radio | Network TV | Spot TV | Total Six Months |
| Chevrolet | 1,385 | 413 | | | 427 | 1,286 | 12 | 951 | 4 | | 3 | 227 | 1,984 | 333 | 7,025 |
| Monte Carlo | 556 | 60 | | | 695 | 1,857 | 42 | 518 | 13 | | 15 | 226 | 2,183 | 287 | 6,452 |
| Chevelle | 694 | 32 | | 5 | 538 | 1,342 | 11 | 1,027 | 21 | | 19 | 141 | 1,112 | 226 | 5,168 |
| Nova/Citation | 8 | | | | | | | 3,592 | 1,452 | 1,567 | 149 | 4,778 | 7,712 | 538 | 19,805 |
| Camaro | 328 | 5 | | | 86 | 261 | | 120 | | | 3 | 37 | 372 | 101 | 1,313 |
| Corvette | | | | | | | | | | | | | | 76 | 76 |
| Monza | 293 | 5 | | | 101 | 403 | | 223 | | | 3 | 15 | 151 | 73 | 1,267 |
| Chevette | 693 | 32 | | 13 | 797 | 2,363 | 98 | 190 | | | 3 | 86 | 844 | 206 | 5,325 |
| TOTAL CHEVROLET | 3,957 | 547 | | 18 | 2,644 | 7,512 | 163 | 6,621 | 1,490 | 1,567 | 195 | 5,510 | 14,367 | 1,840 | 46,431 |
| Pontiac | 313 | 32 | | | 75 | 788 | 315 | 436 | 1 | | | | 915 | 937 | 3,812* |
| Grand Prix | 971 | 29 | | | 140 | 1,568 | 856 | 568 | 1 | | | | 610 | 1,365 | 6,108* |
| Phoenix | | 26 | | | | 48 | 34 | 1,523 | 42 | | | 10 | 2,252 | 153 | 4,088 |
| LeMans | 396 | 28 | | | 75 | 912 | 607 | 469 | 1 | | | | 351 | 818 | 3,657 |
| Sunbird | 324 | 27 | | | 30 | 307 | 263 | 63 | 1 | | | | | 75 | 1,090 |
| Firebird | 290 | 27 | | | | 206 | 49 | 17 | | | | | | 102 | 691 |
| TOTAL PONTIAC* | 2,294 | 169 | | | 320 | 3,829 | 2,124 | 3,076 | 46 | | | 10 | 4,128 | 3,450 | 19,446 |
| Buick | 484 | 83 | | 17 | 100 | 629 | 182 | 674 | 453 | | | | 1,349 | 369 | 4,340 |
| Century/Regal | 530 | 29 | | 27 | 60 | 380 | 727 | 438 | 17 | | | | 1,136 | 289 | 3,633 |
| Skylark | | 29 | | 9 | 12 | 76 | 6 | 1,930 | 13 | | | 100 | 1,906 | 609 | 4,690 |
| Skyhawk | | 29 | | 8 | 12 | 76 | 1 | | 12 | | | | | 10 | 148 |
| Riviera | 1,317 | 29 | | 17 | 105 | 1,009 | 188 | | 16 | | | | 372 | 7 | 3,060 |
| Opel/Isuzu | | 27 | | 7 | | | 3 | | 10 | | | | | | 47 |
| TOTAL BUICK | 2,331 | 226 | | 85 | 289 | 2,170 | 1,107 | 3,042 | 521 | | | 100 | 4,763 | 1,284 | 15,918 |
| Oldsmobile | 854 | 53 | | | | 300 | 41 | 897 | 829 | | | | 167 | 85 | 3,226 |
| Cutlass | 541 | 264 | | | 85 | 3,033 | 1,136 | 1,302 | 423 | | | | 1,176 | 1,294 | 9,254 |
| Omega | | 40 | | | | | 31 | 939 | 356 | | | 231 | 2,035 | 371 | 4,003 |
| Starfire | | 40 | | | | | 35 | 183 | 1 | | | | | | 259 |
| Toronado | 556 | 58 | | | | 410 | 41 | 41 | 1 | | | | | 8 | 1,115 |
| TOTAL OLDSMOBILE | 1,951 | 455 | | | 85 | 3,743 | 1,284 | 3,362 | 1,610 | | | 231 | 3,378 | 1,758 | 17,857 |
| Cadillac | 419 | 118 | | 99* | 139 | | 197 | 546 | 439 | | 133 | 86 | 92 | 300 | 2,568 |
| Eldorado | 609 | 85 | | 191 | 375 | | 844 | 243 | 91 | | 109 | 161 | 645 | 672 | 4,025 |
| Seville | 201 | 59 | | 202 | 334 | | 778 | 160 | 85 | | 122 | 100 | 297 | 542 | 2,880 |
| TOTAL CADILLAC | 1,229 | 262 | | 492 | 848 | | 1,819 | 949 | 615 | | 364 | 347 | 1,034 | 1,514 | 9,473 |
| GM Corp. Product | 1,802 | 18 | | | | 3,365 | 416 | 4,369 | 2,456 | | 162 | | 3,471 | 148 | 16,207 |
| TOTAL GM | 13,564 | 1,677 | | 585 | 4,186 | 20,619 | 6,913 | 21,419 | 6,738 | 1,567 | 721 | 6,198 | 31,141 | 9,994 | 125,332 |
| Ford LTD | 1,455 | 22 | 63 | | 29 | 3,908 | 205 | 938 | 1,076 | 40 | 536 | 24 | 2,801 | 18 | 11,115 |
| Granada | 146 | 1 | 14 | | 5 | 991 | 48 | 335 | 384 | 14 | 192 | 9 | 1,001 | 5 | 3,145 |
| Thunderbird | 238 | 1 | 8 | | 4 | 633 | 29 | 402 | 461 | 17 | 230 | 10 | 1,201 | 7 | 3,241 |
| Fairmont | 717 | 67 | 60 | | 28 | 4,519 | 418 | 737 | 845 | 31 | 421 | 19 | 2,202 | 14 | 10,078 |
| Mustang | 600 | 328 | 31 | | 14 | 2,099 | 102 | 402 | 461 | 17 | 230 | 10 | 1,201 | 7 | 5,502 |
| Pinto | 742 | 1 | 28 | | 13 | 1,951 | 85 | 402 | 461 | 17 | 230 | 10 | 1,201 | 7 | 5,148 |
| Fiesta | 147 | 67 | 7 | | 4 | 544 | 28 | 134 | 154 | 6 | 77 | 5 | 400 | | 1,573 |
| TOTAL FORD DIVISION | 4,045 | 487 | 211 | | 97 | 14,645 | 915 | 3,350 | 3,842 | 142 | 1,916 | 87 | 10,007 | 58 | 39,802 |
| Marquis | 195 | 11 | | | 62 | 1,331 | 9 | 537 | 8 | | | 58 | 1,115 | 10 | 3,336 |
| Monarch | | 11 | | | 62 | 487 | 10 | | 6 | | | 58 | 120 | 10 | 764 |
| Cougar | | 11 | | | 62 | 533 | 10 | | 7 | | | 58 | 919 | 10 | 1,610 |
| Zephyr | | 11 | | | 62 | 635 | 9 | | 6 | | | 57 | 741 | 10 | 1,531 |
| Bobcat | | 11 | | | 62 | 554 | 9 | | 5 | | | 57 | 195 | 10 | 903 |
| Capri | 172 | 11 | | | 68 | 1,156 | 9 | 143 | 8 | | | 58 | 347 | 10 | 1,982 |
| Continental | 209 | 1 | | | | 73 | | | | | | | 132 | | 415 |
| Mark V | 212 | | | | | 73 | | | | | | | | | 285 |
| Versailles | 11 | | | | | 489 | | | | | | | 99 | | 599 |
| TOTAL LINCOLN-MERCURY | 799 | 67 | | | 378 | 5,331 | 56 | 680 | 40 | | | 346 | 3,668 | 60 | 11,425 |
| Ford Corp. Prod. | 18 | 55 | | | | | | 7 | 80 | | | | | | 160† |
| TOTAL FORD MOTOR | 4,862 | 609 | 211 | | 475 | 19,976 | 971 | 4,037 | 3,962 | 142 | 1,916 | 433 | 13,675 | 118 | 51,387 |
| Volare | | | | | | | 1,566 | | | | | | | 872 | 2,438 |
| Horizon | 1,305 | 5 | | | | 3,642 | 235 | | | | | | | 117 | 5,304 |
| Arrow | | | | | | | 4 | | | | | | | | 4 |
| Sapporo | | | | | | | | | | | | | | | |
| Champ | | 4 | | | | | | | | | | | | | 4 |
| St. Regis | | 8 | | | 282 | 659 | 512 | | | | | | | 67 | 1,528‡ |
| Chrysler | 1,450 | 78 | | | 3 | 2,634 | 62 | 155 | 11 | | | | | 8 | 4,401 |
| Cordoba | | | | | 10 | | 81 | | | | | | | 7 | 98 |
| LeBaron | 444 | 3 | | | 15 | 1,353 | 58 | | | | | | 440 | 159 | 2,472 |
| TOTAL CHRYSLER-PLYMOUTH | 3,199 | 98 | | | 310 | 8,288 | 2,518 | 155 | 11 | | | | 440 | 1,230 | 16,249 |
| Aspen | | | | | | | 1,313 | | | | | | | 515 | 1,828 |
| Diplomat | | | | | | | | | | | | | | 5 | 5 |
| Omni | 1,744 | 139 | | | 1,592 | 3,413 | 405 | 265 | 11 | | | | | 20 | 7,589 |
| Colt | | 8 | | | | 100 | 85 | | | | | | | 30 | 223 |
| Challenger | 59 | | | | 141 | | | | | | | | | 5 | 205 |
| Magnum | | | | | | | | | | | | | | | |
| TOTAL DODGE | 1,803 | 147 | | | 1,733 | 3,513 | 1,803 | 265 | 11 | | | | | 575 | 9,850 |
| Chrysler Corp. Product | 847 | 2,456 | | | 560 | 4,368 | 1,015 | 2,439 | 5,014 | | | | 8,020 | 1,324 | 26,043 |
| TOTAL CHRYSLER | 5,849 | 2,701 | | | 2,603 | 16,169 | 5,336 | 2,859 | 5,036 | | | | 8,460 | 3,129 | 52,142 |
| Pacer | | 44 | | | | | 205 | | 169 | | | | | 254 | 672 |
| Concord | | 696 | | | | 783 | 615 | 173 | 984 | | | | 894 | 3,114 | 7,259 |
| Spirit | 42 | 1,267 | | | 14 | 2,033 | 1,088 | 82 | 416 | | | 18 | 429 | 1,347 | 5,736 |
| TOTAL AMC | 42 | 2,007 | | | 14 | 2,816 | 1,908 | 255 | 1,569 | | | 18 | 1,323 | 4,715 | 14,667 |
| TOTAL INDUSTRY | 24,317 | 6,994 | 211 | 595 | 7,278 | 59,580 | 15,128 | 28,570 | 17,305 | 1,709 | 2,637 | 6,649 | 54,999 | 17,956 | 243,528 |

Figures compiled by a major advertising agency based on generally available information.

*—Pontiac spent $20,000 in direct mail on full-sized Pontiac and another $20,000 on Grand Prix in the first quarter.

†—Ford Motor spent $15,000 on corporate product direct mail in the second quarter.

‡Chrysler spent $159,000 on direct mail for St. Regis in the first quarter.

# How U.S. makers spent ad funds in first half of '79

Continued from Page 20

the budgets versus 9.99 percent during January-March.

Spot radio was pretty constant, accounting for 2.99 percent in the first quarter and 2.73 percent in the second quarter.

Network radio, ranking below spot, improved sharply in the second quarter. It grabbed 0.24 percent of the budgets during January/March and 1.08 percent during April-June.

Newspaper gained sharply during April-June, grabbing 7.11 percent of Detroit's budgets versus 2.87 percent during the winter months.

Outdoor accounted for just 0.08 percent during winter, but improved on that to 0.70 percent during the spring.

# Dealers boost sales in 1979

By Kathleen Hamilton
News Editor

Import-car dealerships enjoyed a banner 1979, with seven of the Top 20 foreign makes hitting record sales per outlet and eight of the others improving their 1978 sales averages.

The biggest improvements over 1978 came from those who handle Japanese makes: Datsun dealers sold 122 more cars per outlet in 1979 than a year earlier; Mazda dealers, 99; Honda dealers, 92, and Toyota dealers, 62.

Volkswagen dealers, bolstered with Pennsylvania-built Rabbits, sold 61 more cars on the average than they did in 1978.

Honda dealers were in the No. One spot for the first time since the car was officially imported in 1970, with dealers selling an average of 488 cars in 1979.

It was the fifth consecutive year of record sales per outlet for Honda.

It was the fifth consecutive record year for Subaru dealers, as well. The average of 175 sales per outlet beat the 1978 record by 30.

• Other imports to set records were Toyota, up six sales per dealer from its last record year, 1977; Datsun, up 61 from its 1977 record; Mercedes-Benz, up 11 from its 1977 record, and BMW, up 5 percent from its 1977 record.

Peugeot matched its old record, set in 1975.

While Mazda missed its old record (357 sales per outlet in 1973), its improvement was enough to boost its ranking from eighth to fifth place in the annual AUTOMOTIVE NEWS compilation.

Other makes that improved their sales per outlet in 1979 were Volvo, up 16; Mercedes, up 15; Peugeot, up 10; Arrow, up 8; BMW, up 7; Colt, up 6; Audi, up 3; MG, up 3, and Fiat, up 1.

Losses were turned in by Alfa Romeo, 17; Porsche, 11; Triumph, 8; Renault, 3, and Saab, 2.

Renault's small loss is noteworthy in light of the addition of 412 Renault franchises during the year, the product of the marketing agreement with American Motors.

In order to qualify for the Top 20 ranking, at least 2,500 cars must be sold annually in the U. S. During 1979, Top 20 makes accounted for 94.68 percent of the import-car sales in the U. S. Top 20 dealers sold an average of 164 cars during 1979, compared with 149 in 1978.

The Isuzu-built Opel, cut by General Motors last spring, was dropped from the Top 20 and replaced by Plymouth's Mitsubishi-built Arrow.

## SALES PER OUTLET

**U. S. MARKET**

| 1979 Pos | Make | 1978 Pos |
|---|---|---|
| 1—488 | Honda | 396— 2 |
| 2—485 | Toyota | 423— 1 |
| 3—445 | Datsun | 323— 5 |
| 4—364 | Chevrolet | 394— 3 |
| 5—286 | Oldsmobile | 302— 6 |
| 6—274 | Volkswagen | 213—10 |
| 7—269 | Ford | 326— 4 |
| 8—241 | Pontiac | 277— 7 |
| 9—234 | Buick | 256— 8 |
| 10—213 | Mazda | 114— * |

*—Not in Top Ten in 1978

## IMPORT SALES PER OUTLET, 1970-1979

| | 1979 | 1978 | 1977 | 1976 | 1975 | 1974 | 1973 | 1972 | 1971 | 1970 |
|---|---|---|---|---|---|---|---|---|---|---|
| Honda | 488 | 396 | 339 | 252 | 214 | 109 | 132 | 86 | 66 | 65 |
| Toyota | 485 | 423 | 479 | 347 | 295 | 251 | 307 | 282 | 309 | 222 |
| Datsun | 445 | 323 | 384 | 279 | 280 | 200 | 250 | 187 | 198 | 125 |
| VW | 274 | 213 | 252 | 187 | 232 | 283 | 401 | 372 | 430 | 500 |
| Mazda | 213 | 114 | 95 | 69 | 154 | 182 | 357 | 203 | 126 | 55 |
| Subaru | 175 | 145 | 118 | 76 | 72 | 41 | 71 | 28 | 19 | 14 |
| Volvo | 136 | 120 | 103 | 89 | 126 | 120 | 145 | 126 | 128 | 124 |
| Mercedes | 130 | 115 | 119 | 107 | 112 | 98 | 110 | 103 | 99 | 97 |
| Audi | 98 | 95 | 85 | 79 | 124 | 150 | 168 | 111 | 109 | 49 |
| BMW | 98 | 92 | 93 | 89 | 68 | 60 | 54 | 47 | 40 | 37 |
| Fiat | 90 | 89 | 93 | 85 | 140 | 105 | 87 | 80 | 68 | 65 |
| MG | 71 | 68 | 84 | 63 | 58 | 50 | 58 | 51 | 54 | 53 |
| Saab | 46 | 48 | 42 | 29 | 35 | 33 | 46 | 41 | 40 | 33 |
| Renault | 44 | 47 | 46 | 24 | 26 | 28 | 27 | 27 | 40 | 52 |
| Porsche | 43 | 54 | 65 | 47 | 54 | 71 | 87 | 81 | 93 | 110 |
| Peugeot | 42 | 32 | 35 | 32 | 42 | 29 | 17 | 16 | 20 | 19 |
| Triumph | 37 | 45 | 77 | 72 | 59 | 48 | 54 | 51 | 47 | 36 |
| Colt | 27 | 21 | 37 | 26 | 33 | 25 | 23 | 27 | 46 | 0 |
| Arrow | 22 | 15 | 28 | — | 0 | 0 | 0 | 0 | 0 | 0 |
| Alfa Romeo | 18 | 35 | 39 | 29 | 33 | 25 | 25 | 19 | 18 | 14 |

1973-79 figures are based on retail sales; figures for prior years are based on registrations.

## SALES PER OUTLET

**IMPORTED CARS**

**New-car sales per franchise for leading imports**

| 1979 Pos | Make | 1978 Pos |
|---|---|---|
| 1—488 | Honda | 396— 2 |
| 2—485 | Toyota | 423— 1 |
| 3—445 | Datsun | 323— 3 |
| 4—274 | Volkswagen* | 213— 4 |
| 5—213 | Mazda | 114— 8 |
| 6—175 | Subaru | 145— 5 |
| 7—136 | Volvo | 120— 6 |
| 8—130 | Mercedes-Benz | 115— 7 |
| 9— 98 | Audi | 95— 9 |
| 9— 98 | BMW | 92—10 |
| 11— 90 | Fiat | 89—11 |
| 12— 71 | MG | 68—12 |
| 13— 46 | Saab | 48—14 |
| 14— 44 | Renault | 46—15 |
| 15— 43 | Porsche | 54—13 |
| 16— 42 | Peugeot | 32—18 |
| 17— 37 | Triumph | 45—16 |
| 18— 27 | Colt | 21—20 |
| 19— 22 | Arrow | 14—** |
| 20— 18 | Alfa Romeo | 35—17 |

*—Includes U.S.-built Volkswagens
**—Not in the Top 20 in 1979

# Fewer import dealers in 1979

## As General Motors stops selling Isuzu-built Opel

By Kathleen Hamilton
News Editor

The number of dealerships handling imported cars fell by 475 during 1979, to 16,639 outlets, the annual AUTOMOTIVE NEWS census discloses.

The decline was attributable chiefly to General Motors' halt in the importation of the Isuzu-built Opel last spring, trimming the number of Buick outlets handling the Japanese captive import by 720. The loss was partially offset by American Motors' rapidly expanding Renault network.

The heaviest loss in import-dealer population came in the first half of the year, as 342 outlets fell from the total. Another 133 dropped out in the second half. The year closed with a 2.8-percent decline in the number of import dealers.

The year-end figure was off 1,061 from the alltime high of 17,700 outlets handling imports, recorded in the July 1, 1978, AUTOMOTIVE NEWS semiannual dealer census. But the decade ended with twice the number of dealerships handling imports as the 8,311 that were recorded on Jan. 1, 1970.

The number of exclusives on Jan. 1—2,872—is an increase of 86, or 3 percent over Jan. 1, 1979.

Exclusives represented 17 percent of the total number of outlets in the Jan. 1, 1980 census. But when captive imports—those makes built by companies owned in part by a domestic manufacturer and whose U. S. distribution is controlled by the U. S. partner—are excluded, 42 percent of the remaining import outlets are exclusives.

• Makes with the greatest number of exclusives were Toyota (688), Datsun (629), Volkswagen (346), Subaru (291) Honda (233). Ranking among the top five was the same on Jan. 1, 1979.

Fiat added the most exclusives during the year (52), followed by Honda (23).

The number of exclusives at the start of the decade was only 260 fewer than at the decade's close; exclusive import deals peaked at 3,491 in July, 1973.

The number of dealerships handling multiple import lines decreased by a total of 10 for the year. But import-only duals had been up 75 at midyear and declined by 85 in the second half.

The decade started with 1,159 import-only duals, 505 more than were recorded on Jan. 1, 1980. The record was 1,795, set in July, 1976.

The total number of outlets handling only imported cars increased by 119 in the first half of 1979, then decreased by 43 in the second half, for a year-end gain of 76. Alltime high was 4,856, recorded in the Jan. 1, 1976, census.

• The number of captive duals declined by 744 during 1979; Opel's loss was the lion's share of that, but the number of Dodge dealers handling the Mitsubishi-built Colt and Challenger fell by 65 and the number of Plymouth dealers carrying Arrow and Sapporo (also built by Mitsubishi) fell by 40.

Ford's captive, the German-built Fiesta, was carried by 81 more dealers on Jan. 1, than one year earlier.

The number of captive duals has tripled since January, 1970. The alltime record was 11,195 set in July, 1978.

Since American Motors has no share in Renault, the French import is not in the captive import class.

But since the AMC-Renault marketing agreement went into effect, Renault's dealer count has skyrocketed. During 1979, 412 Renault franchises were added, most during the second half of the year.

Boosted by those new franchises, the number of domestic-car dealerships which also handled non-captive imports increased 193 during the year. The total represents an increase of 64.5 percent since the start of the decade but still falls short of the record 3,379, set in July, 1959.

The number of domestic-import duals (including both captives and non-captives) decreased by 551 during the year, again chiefly due to the loss of Opel.

• Because of the trend toward exclusives and away from dualing, the number of franchises declined by 249—less than the loss (475) in the number of outlets.

The loss in franchises came in the first half of the year; the franchise total was up 62 in the second half.

The franchise total of 20,754 never threatened the record 22,997, set in July, 1959. Only 12,870 import franchises were operating in January, 1970.

Breakdown of import franchises by country on Jan. 1, was Japan, 42.2 percent; Germany, 38.7 percent; Italy, 5.3 percent; Britain, 5.3 percent; France, 4.9 percent; Swedea, 3.5 percent, and miscellaneous, 0.1 percent.

One year earlier it was Japan, 45.1 percent; Germany, 37.7 percent; Britain, 5.6 percent; Italy, 5.1 percent; Sweden, 3.6 percent; France, 2.8 percent, and miscellaneous, 0.1 percent.

Japanese import-car franchises numbered 743 more than the second-ranked German import franchises. All German imports increased their franchise totals during the year.

Japanese franchises were cut

Continued on Page E-28, Col. 1

### IMPORT FRANCHISES

| | Jan. 1 1980 | Jan. 1 1979 |
|---|---|---|
| JAPANESE | 8,768 | 9,471 |
| Colt/Challenger | 2,230 | 2,295 |
| Arrow/Sapporo | 2,170 | 2,210 |
| Datsun | 1,069 | 1,061 |
| Toyota | 1,062 | 1,049 |
| Mazda | 759 | 706 |
| Honda | 740 | 708 |
| Subaru | 738 | 722 |
| Opel | 0 | 720 |
| WEST GERMAN | 8,025 | 7,925 |
| Fiesta | 5,481 | 5,400 |
| Volkswagen | 1,015 | 1,010 |
| Audi | 438 | 436 |
| Mercedes-Benz | 409 | 407 |
| BMW | 355 | 351 |
| Porsche | 327 | 321 |
| ITALIAN | 1,096 | 1,079 |
| Fiat | 640 | 665 |
| Alfa Romeo | 229 | 172 |
| Lancia | 170 | 197 |
| Ferrari | 37 | 34 |
| Maserati | 20 | 11 |
| BRITISH | 1,092 | 1,167 |
| MG | 358 | 376 |
| Triumph | 342 | 353 |
| Jaguar | 269 | 274 |
| Rolls-Royce | 64 | 65 |
| TVR | 21 | 16 |
| Lotus | 20 | 64 |
| Aston Martin | 18 | 19 |
| FRANCE | 1,024 | 588 |
| Renault | 729 | 317 |
| Peugeot | 295 | 271 |
| SWEDISH | 724 | 748 |
| Volvo | 408 | 417 |
| Saab | 316 | 331 |
| MISCELLANEOUS | 25 | 25 |
| TOTAL FRANCHISES | 20,754 | 21,003 |

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### IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1980.

| | |
|---|---|
| Jan. 1, 1957 | 2,930 |
| Jan. 1, 1958 | 11,409 |
| Jan. 1, 1959 | 14,031 |
| Jan. 1, 1960 | 14,674 |
| Jan. 1, 1961 | 13,135 |
| Jan. 1, 1962 | 11,894 |
| Jan. 1, 1963 | 7,138 |
| Jan. 1, 1964 | 5,249 |
| Jan. 1, 1965 | 5,856 |
| Jan. 1, 1966 | 6,013 |
| Jan. 1, 1967 | 6,588 |
| Jan. 1, 1968 | 7,156 |
| Jan. 1, 1969 | 7,869 |
| Jan. 1, 1970 | 8,311 |
| Jan. 1, 1971 | 9,860 |
| Jan. 1, 1972 | 12,375 |
| Jan. 1, 1973 | 13,332 |
| Jan. 1, 1974 | 11,246 |
| Jan. 1, 1975 | 11,489 |
| Jan. 1, 1976 | 10,414 |
| Jan. 1, 1977 | 11,387 |
| July 1, 1977 | 11,566 |
| Jan. 1, 1978 | 17,374 |
| July 1, 1978 | 17,700* |
| Jan. 1, 1979 | 17,114 |
| Jan. 1, 1980 | 16,639 |

*—Alltime high.

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# Fewer import dealers in '79

Continued from Page E-12

by 703 during the year, but the losses were among captive imports only. All of Japan's noncaptives had record franchise totals.

• Datsun beat its January, 1979, alltime high by 8 franchises; Toyota exceeded its January, 1979, record by 13; Subaru topped its July, 1979, high by 7; Honda upped its July, 1979, record by 16, and Mazda outdid its July, 1979, record by 19 franchises.

Other imports that set records in franchise totals this census were Mercedes Benz, 409, one franchise more than in January, 1978, and July, 1977; BMW, 355, two more than the old record set in July, 1979, and Fiesta, 5,481, 42 more than the old record set in July, 1978 and matched in July, 1979.

Tying old records were Audi, with 438, also recorded in July, 1978, and 1979, and Porsche, with 327, recorded in July, 1979.

Franchise leaders were, in order, Fiesta, Colt-Challenger, Arrow-Sapporo, Datsun, Toyota, VW, Mazda, Honda, Subaru and Renault.

Ranking of the top five was the same in January, 1979. But this was the first time since 1963 that Mazda logged more franchises than Honda.

Franchise gains during the year were Renault, 412; Fiesta, 81; Alfa Romeo, 57; Mazda, 53; Honda, 32; Peugeot, 24; Subaru 16; Toyota, 13; Maserati, 9; Datsun, 8; Porsche, 6; VW, 5; TVP, 5; BMW, 4; Ferrari, 3; Audi, 2; Mercedes, 2, and Aston Martin, 1.

Losers were Colt-Challenger, 65; Lotus, 44; Arrow-Sapporo, 40; Lancia, 27; Fiat, 25; MG, 18; Saab, 15; Triumph, 11; Volvo, 9; Jaguar, 5, and Rolls-Royce, 1.

The Lotus losses occurred as Lotus North America stopped importing the car and marketing was taken over by Rolls-Royce. The franchise total has been expanding quickly since Jan. 1, a Rolls spokesman said.

Also during 1979, Fiat took over U. S. distribution of Ferrari and TVR got a new distributor, TVR Sports Cars, Alexandria Va.

## IMPORTED-CAR RETAIL OUTLETS

| | Jan. 1, 1980 | | Jan. 1, 1979 | |
|---|---|---|---|---|
| Imported cars only | | | | |
| Exclusives | 2,872 | | 2,786 | |
| Duals | 1,665 | | 1,675 | |
| | | 4,537 | | 4,461 |
| Import-domestic duals | | | | |
| U. S. duals w/captive imports | 9,881 | | 10,625 | |
| U. S. duals w/other imports | 2,221 | | 2,028 | |
| | | 12,102 | | 12,653 |
| Total imported-car outlets | | 16,639 | | 17,114 |

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow and Sapporo, Buick-Opel included in 1979 total only.

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# Say goodbye to big cars

## The market is shifting to small cars

By Jenny L. King
Staff Writer

After almost a decade of relative status quo in the market shares of the various sizes of new cars, the Eighties may see a definite shift in buying preference.

And at this time, it looks like the imports and U. S. subcompacts will thrive and grow at the expense of U. S. full-size cars, in spite of the fact that the big cars often do well on a basis of fuel economy.

Buyers still equate size with miles per gallon, figuring the smaller the car the better the mileage. The year 1979, as can be seen in the accompanying market-class comparisons chart, saw U. S. subcompacts at an all-time high, 12.86 percent. Compacts were unaffected, while intermediates for 1979 showed a trend toward declining numbers.

It was the full-size domestic cars that were on the skids as of the end of 1979, having plunged from a robust 37 percent of the U. S. market in 1971 to only 15 percent at the close of the decade. Luxury is luxury and it apparently will always be sought; its share of the market was steady to increasing throughout the seventies.

Then there were the imports, which managed to pick up the lost percentage points of their competitors and climb to 21.85 percent of the total market by the end of 1979. They skyrocketed to 27 percent of the January market in 1980.

The year of the small car: 1975? 1979? 1980? The current gasoline dilemma appears to be a permanent crisis which, unless consumers are willing to risk gas lines and ever-increasing prices to feed less-efficient engines, will permanently change the shape of the U. S. market from big and comfortable to small and thrifty.

Another possibility is that inspired marketing by the U. S. auto makers will help consumers realize that big doesn't always refer to a car's gasoline appetite, as the auto makers meet the strict CAFE standards and learn to squeeze higher mileage out of full-size cars.

## MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - JANUARY, 1980 — BY YEAR, 1970 - 1979)

| | | Subcompact | Compact | Intermediate | Standard | Luxury | Import | Total Sales |
|---|---|---|---|---|---|---|---|---|
| January | 1974 | 13.78 | 22.58 | 21.05 | 20.61 | 3.27 | 18.71 | 677,685 |
| | 1975 | 14.43 | 23.90 | 20.36 | 17.47 | 4.03 | 19.81 | 577,035 |
| | 1976 | 11.74 | 24.84 | 26.40 | 18.76 | 4.84 | 13.42 | 678,893 |
| | 1977 | 8.81 | 20.30 | 28.08 | 20.57 | 5.21 | 17.03 | 724,725 |
| | 1978 | 9.75 | 21.67 | 24.66 | 18.31 | 4.99 | 20.62 | 686,396 |
| | 1979 | 12.27 | 20.12 | 23.98 | 18.93 | 6.97 | 17.73 | 783,489 |
| | 1980 | 14.38 | 19.68 | 21.13 | 12.65 | 5.14 | 27.02 | 805,378 |
| February | 1974 | 13.33 | 22.38 | 21.89 | 22.51 | 3.10 | 16.79 | 681,656 |
| | 1975 | 14.62 | 26.86 | 18.39 | 15.02 | 3.56 | 21.55 | 682,838 |
| | 1976 | 10.54 | 25.14 | 26.81 | 18.70 | 4.62 | 14.19 | 758,249 |
| | 1977 | 7.94 | 20.86 | 27.65 | 20.61 | 5.15 | 17.79 | 810,078 |
| | 1978 | 10.40 | 21.36 | 25.24 | 19.25 | 4.60 | 19.15 | 776,672 |
| | 1979 | 14.19 | 20.99 | 21.81 | 16.85 | 6.49 | 19.67 | 841,262 |
| March | 1974 | 11.44 | 23.14 | 22.73 | 22.92 | 3.75 | 16.02 | 777,830 |
| | 1975 | 10.81 | 22.80 | 22.37 | 17.98 | 4.33 | 21.71 | 668,522 |
| | 1976 | 9.24 | 25.28 | 27.48 | 19.30 | 4.92 | 13.78 | 945,777 |
| | 1977 | 7.04 | 21.22 | 28.60 | 20.83 | 4.92 | 17.39 | 1,083,819 |
| | 1978 | 10.45 | 21.56 | 25.99 | 18.73 | 5.19 | 18.08 | 1,077,650 |
| | 1979 | 15.10 | 20.62 | 20.53 | 15.43 | 5.76 | 22.53 | 1,115,671 |
| April | 1974 | 10.82 | 24.50 | 25.24 | 21.97 | 3.65 | 13.82 | 814,925 |
| | 1975 | 10.03 | 19.85 | 24.76 | 18.83 | 5.06 | 21.47 | 659,197 |
| | 1976 | 9.58 | 24.58 | 27.87 | 19.35 | 4.92 | 13.70 | 913,124 |
| | 1977 | 7.65 | 21.08 | 27.01 | 19.62 | 4.57 | 20.07 | 1,028,369 |
| | 1978 | 10.00 | 22.23 | 26.25 | 19.41 | 4.85 | 17.26 | 1,042,940 |
| | 1979 | 12.98 | 24.21 | 20.70 | 14.20 | 5.26 | 22.65 | 987,302 |
| May | 1974 | 10.80 | 25.67 | 25.92 | 20.52 | 4.11 | 12.98 | 880,812 |
| | 1975 | 9.82 | 22.58 | 25.55 | 18.43 | 5.06 | 18.56 | 740,132 |
| | 1976 | 9.58 | 23.97 | 28.09 | 19.84 | 4.70 | 13.82 | 920,427 |
| | 1977 | 7.73 | 20.65 | 27.39 | 18.86 | 4.49 | 20.88 | 1,053,393 |
| | 1978 | 10.16 | 21.34 | 26.93 | 19.60 | 5.04 | 16.93 | 1,159,185 |
| | 1979 | 13.52 | 24.38 | 19.85 | 13.49 | 4.49 | 24.27 | 1,052,169 |
| June | 1974 | 9.59 | 23.89 | 27.24 | 22.57 | 2.92 | 13.79 | 809,103 |
| | 1975 | 11.02 | 23.15 | 24.72 | 17.22 | 4.35 | 19.54 | 769,028 |
| | 1976 | 10.12 | 24.24 | 27.50 | 20.66 | 4.29 | 13.19 | 955,146 |
| | 1977 | 8.31 | 21.44 | 28.15 | 19.96 | 4.48 | 17.66 | 1,116,214 |
| | 1978 | 9.59 | 21.79 | 27.50 | 20.21 | 4.43 | 16.48 | 1,137,249 |
| | 1979 | 13.75 | 24.89 | 21.20 | 13.56 | 4.13 | 22.47 | 904,000 |
| July | 1974 | 8.67 | 22.65 | 26.89 | 23.59 | 3.53 | 14.67 | 809,675 |
| | 1975 | 13.93 | 23.09 | 23.53 | 15.78 | 4.04 | 19.63 | 792,117 |
| | 1976 | 10.63 | 24.20 | 26.55 | 19.89 | 3.97 | 14.76 | 864,380 |
| | 1977 | 7.78 | 21.24 | 26.61 | 20.21 | 4.27 | 19.89 | 912,523 |
| | 1978 | 9.45 | 21.20 | 27.10 | 19.50 | 4.70 | 18.02 | 929,352 |
| | 1979 | 13.71 | 23.11 | 21.96 | 14.50 | 4.54 | 22.18 | 884,579 |
| August | 1974 | 9.24 | 23.39 | 25.31 | 21.49 | 3.03 | 17.54 | 809,189 |
| | 1975 | 13.17 | 23.78 | 22.43 | 14.84 | 3.97 | 21.81 | 683,326 |
| | 1976 | 11.75 | 25.58 | 24.83 | 15.24 | 3.05 | 19.10 | 760,909 |
| | 1977 | 9.55 | 20.64 | 23.69 | 19.83 | 4.36 | 21.93 | 930,422 |
| | 1978 | 10.62 | 20.48 | 26.31 | 16.62 | 4.42 | 21.55 | 957,260 |
| | 1979 | 10.33 | 21.72 | 23.69 | 16.68 | 4.59 | 22.99 | 915,550 |
| September | 1974 | 10.22 | 22.75 | 22.49 | 22.44 | 3.70 | 18.40 | 724,185 |
| | 1975 | 10.49 | 22.25 | 25.13 | 18.14 | 5.36 | 18.63 | 725,496 |
| | 1976 | 10.00 | 25.32 | 26.58 | 15.05 | 4.79 | 18.26 | 803,300 |
| | 1977 | 10.55 | 20.00 | 21.58 | 21.85 | 5.34 | 20.68 | 827,800 |
| | 1978 | 10.65 | 21.60 | 26.35 | 16.02 | 5.35 | 20.03 | 828,150 |
| | 1979 | 9.51 | 24.63 | 24.12 | 14.92 | 4.58 | 22.24 | 772,312 |
| October | 1974 | 9.58 | 20.75 | 23.65 | 23.58 | 5.48 | 16.96 | 755,664 |
| | 1975 | 12.98 | 22.36 | 25.65 | 20.55 | 5.57 | 12.89 | 888,046 |
| | 1976 | 8.09 | 22.49 | 29.27 | 19.15 | 5.18 | 15.82 | 867,416 |
| | 1977 | 9.02 | 23.26 | 25.63 | 21.92 | 6.00 | 14.17 | 1,013,520 |
| | 1978 | 8.85 | 23.01 | 27.85 | 19.48 | 6.33 | 14.48 | 1,033,680 |
| | 1979 | 13.09 | 20.91 | 25.93 | 14.58 | 6.40 | 19.09 | 890,827 |
| November | 1974 | 10.23 | 19.49 | 24.35 | 23.43 | 6.30 | 16.20 | 603,259 |
| | 1975 | 13.01 | 23.15 | 26.32 | 20.41 | 5.45 | 11.66 | 741,103 |
| | 1976 | 9.13 | 22.29 | 28.25 | 20.47 | 5.69 | 14.17 | 839,772 |
| | 1977 | 9.41 | 21.36 | 26.44 | 20.55 | 5.96 | 16.28 | 880,762 |
| | 1978 | 9.35 | 22.21 | 25.99 | 20.12 | 7.01 | 15.32 | 908,825 |
| | 1979 | 11.32 | 20.82 | 24.20 | 14.17 | 6.71 | 22.18 | 770,052 |
| December | 1974 | 10.12 | 20.11 | 25.21 | 22.97 | 6.20 | 15.39 | 507,292 |
| | 1975 | 12.95 | 21.56 | 25.45 | 19.81 | 5.75 | 14.48 | 700,743 |
| | 1976 | 8.87 | 21.31 | 28.34 | 22.06 | 5.52 | 13.90 | 806,557 |
| | 1977 | 9.24 | 21.36 | 25.20 | 19.68 | 5.74 | 18.78 | 795,291 |
| | 1978 | 10.19 | 22.00 | 24.56 | 19.54 | 7.62 | 16.09 | 769,352 |
| | 1979 | 12.50 | 20.91 | 21.69 | 14.94 | 6.35 | 23.61 | 725,317 |
| **Total for Year** | 1970 | 1.82 | 19.75 | 23.50 | 36.76 | 2.91 | 15.26 | 8,396,595 |
| | 1971 | 7.42 | 15.79 | 20.84 | 37.07 | 3.66 | 15.22 | 10,234,027 |
| | 1972 | 8.17 | 15.34 | 22.59 | 35.38 | 3.76 | 14.76 | 10,935,365 |
| | 1973 | 10.74 | 16.77 | 23.37 | 29.80 | 3.94 | 15.83 | 11,427,478 |
| | 1974 | 10.60 | 22.72 | 24.41 | 22.72 | 3.71 | 15.85 | 8,851,265 |
| | 1975 | 12.26 | 22.92 | 23.85 | 17.94 | 4.74 | 18.29 | 8,627,883 |
| | 1976 | 9.90 | 24.12 | 27.76 | 18.80 | 4.67 | 14.78 | *10,099,573 |
| | 1977 | 8.52 | 21.16 | 26.40 | 20.37 | 5.00 | 18.55 | *11,178,554 |
| | 1978 | 8.77 | 22.90 | 26.60 | 18.42 | 5.62 | 17.69 | *11,303,909 |
| | 1979 | 12.86 | 20.89 | 23.79 | 15.14 | 5.47 | 21.85 | 10,641,099 |

*—Import yearly total adjusted in each grand total.

# Imports one million stronger in '79; 16 million operational

By Robert M. Lienert
Editor

Despite heavy scrappage of older-model imported cars last year, the total number of imports in operation in the U. S. increased by nearly a million units in 1979.

AUTOMOTIVE NEWS estimates showed a record 16,049,410 imported cars on the road on Jan. 1, 1980, compared with 15,059,987 a year earlier. The 1979 count had represented the previous high.

Average age of imports in operation remained nearly constant although the number that were five years old or older reached a record 7,026,206 on Jan. 1. That compared with 6,903,591 a year earlier.

This made the year-to-year increase a scanty 1.78 percent, a far cry from their growth rate of 12.34 percent the previous year and 11.42 percent the year before that.

Such a slowdown, of course, results from heavy scrappage. AUTOMOTIVE NEWS estimates show 1,338,508 imports were taken out of service during 1979, compared with a revised figure of 919,220 a year earlier. The bulk of these scrapped cars were old units that had reached the end of their useful life.

Although the scrappage was high, over-all growth of the import fleet held closely to the expected rate for an import market approaching maturity.

The total of 16.05 million on Jan. 1 was 6.57 percent higher than the 15.06 million counted on the year-earlier census date.

During 1978, the increase had amounted to 7.72 percent.

• This annual increase of 6 to 7 percent is probably what can be expected for the next few years. Growth has pretty well settled into that bracket after the explosive advances of 12 to 14 percent annually in the very early years of the import invasion.

Annual growth was 9.52 percent in 1977, 6.95 percent in 1976, 7.79 percent in 1975 and 6.55 percent in 1974.

Indication that the average age of the fleet is not drastically changing is provided by analysis that shows cars five years old or older made up 43.78 percent of the import fleet on Jan. 1. That compared with 45.84 percent a year earlier and 43.96 percent the year before that.

Last year represented the first time in imported-car history in this country that the percentage of the total fleet held by such older cars did not show an increase.

Although such cars now make up nearly half the import fleet, as recently as six years ago they accounted for only one-third.

These older cars tend to outline the parameters of anticipated business in service and replacement. The numbers clearly show that unprecedented opportunity exists for both.

• For service and parts alone, the number of cars three years old or older tend to be a better indicator.

On Jan. 1, that portion of the fleet totaled a record 9,785,970 units, up 2.46 percent over the year-earlier tally of 9,550,694.

The year-to-year gain in imports three years old or older had amounted to 6.33 percent in 1978 and 6.14 percent in 1977.

Japanese cars increased their domination of the import fleet in 1979, with cars sourced in that country totaling 8,009,633. That compared with 5,728,066 German-built cars in operation.

Only a year earlier, Japanese cars had moved ahead of German cars for the first time, by a count of 6,632,766 to 6,091,732.

On Jan. 1, Japanese cars represented 49.91 percent of all imports in operation, while German cars made up 35.69 percent. Together, they accounted for 85.60 percent of the total.

A year earlier, the Japanese share was 44.04 percent and the German share, 40.45 percent, for a combined total of 84.49 percent.

Without a doubt, sometime during 1980 Japanese cars will account for more than half of all imports being driven in the U. S.

• Figures for German cars are affected by the fact that Pennsylvania-built Rabbits are counted as domestics for purposes of these compilations.

Furthermore, because such a large proportion of the scrappage-age fleet is made up of Volkswagens (the make thoroughly dominated the import market at the time these old imports were brand new), current VW totals tend to suffer. More old VWs are being scrapped than can be replaced by German-built VWs in the current market.

Thus, total Volkswagens in operation on Jan. 1 fell to 3.6 million, although that number had been 4.1 million a year earlier.

Nevertheless, there are still more Volkswagens in operation than any other imported make. This is still true, although the VW total has been declining for

Continued on Page E-54, Col. 1

# More imports on the road

Continued from E-24

the past four years.

VW continues to hold a wide lead over No. 2 Toyota, with 2.9 million, and No. 3 Datsun, with 2.3 million. It is obvious, though, that it is only a matter of time until Volkswagen is ousted from the top spot.

The only other import with over a million cars on the road is Honda, which has grown explosively to reach 1.1 million. Honda was in the 800,000 class a year ago and the 300,000 class only three years ago.

• No other import comes close to a million. Leading the also-rans are Fiat and Volvo, each in the 500,000 class.

Opel, which had been listed with them a year earlier, fell back to the 400,000 class during 1979. It was joined there by Mazda, Mercedes-Benz and Subaru. Subaru was the newcomer, having moved up from 300,000.

In the 300,000 class on Jan. 1 were Audi, Capri and Colt. Audi advanced from the group with 200,000 cars a year earlier.

That left MG and Triumph alone in the 200,000 class this year.

The 100,000 class on Jan. 1 included Arrow, BMW, Fiesta, Porsche, Renault and Saab. Five had been at the same level a year earlier, but BMW and Fiesta are pushing hard to cross the 200,000 boundary.

There were 15 makes with more than 200,000 cars in operation, the same as a year earlier. The number with more than 100,000 also remained constant at 21.

• Makes with most cars on the road Jan. 1, 1980, were: Volkswagen, 3,637,413; Toyota, 2,929,895; Datsun, 2,344,856, and Honda, 1,149,027.

Following were: Fiat, 558,359; Volvo, 523,993; Mazda, 484,055; Opel, 474,450; Mercedes-Benz, 453,406; Subaru, 449,561; Colt, 372,153; Capri, 358,896, and Audi, 311,366.

Also: MG, 292,389; Triumph, 209,268; BMW, 196,019; Fiesta, 191,813; Porsche, 174,970; Arrow, 150,316; Renault, 140,108, and Saab, 121,673.

Of all makes listed above, those with fewer cars in operation on Jan. 1 than on the year-earlier date included Capri, Opel, Renault, Saab, Triumph and Volkswagen.

As noted above, Japanese cars in operation totaled 8,009,633, followed by German cars with 5,728,066.

Lagging far behind were United Kingdom, 649,656; Sweden, 645,666; Italy, 607,605, and France, 227,367. United Kingdom and France joined Germany in showing declines from year-earlier figures.

## IMPORTED CARS IN OPERATION

| | 1979 | 1978 | 1977 | 1976 | 1975 | 1974 and Earlier | TOTAL |
|---|---|---|---|---|---|---|---|
| Alfa Romeo | 3,991 | 6,140 | 6,446 | 4,898 | 4,768 | 13,325 | 39,568 |
| Arrow | 48,606 | 27,870 | 45,520 | 28,320 | | | 150,316 |
| Audi | 42,521 | 40,308 | 34,808 | 31,327 | 44,479 | 117,923 | 311,366 |
| Austin | | | | 1,003 | 11,069 | 33,035 | 45,107 |
| BMW | 33,036 | 31,109 | 27,949 | 24,707 | 17,599 | 61,619 | 196,019 |
| Capri | | 4,027 | 21,662 | 27,418 | 48,601 | 257,188 | 358,896 |
| Challenger | 14,095 | 17,403 | 1,780 | | | | 33,278 |
| Colt | 62,341 | 43,904 | 68,579 | 45,105 | 49,144 | 103,080 | 372,153 |
| Cricket | | | | | | 26,310 | 26,310 |
| Datsun | 469,371 | 333,008 | 374,912 | 252,656 | 223,660 | 691,249 | 2,344,856 |
| Fiat | 58,521 | 59,053 | 60,706 | 57,073 | 83,080 | 239,926 | 558,359 |
| Fiesta | 77,718 | 74,969 | 39,126 | | | | 191,813 |
| Honda | 351,454 | 270,220 | 214,878 | 140,865 | 88,769 | 82,841 | 1,149,027 |
| Jaguar | 3,734 | 4,725 | 4,258 | 6,973 | 6,198 | 38,845 | 64,733 |
| Lancia | 1,597 | 2,764 | 5,317 | | | | 9,678 |
| Mazda | 155,784 | 23,885 | 48,609 | 32,130 | 54,643 | 169,004 | 484,055 |
| Mer.-Benz | 52,714 | 46,299 | 47,489 | 41,091 | 42,315 | 223,498 | 453,406 |
| MG | 25,843 | 26,151 | 33,350 | 26,348 | 23,689 | 157,008 | 292,389 |
| Opel | 13,732 | 18,897 | 27,862 | 9,776 | 35,747 | 368,436 | 474,450 |
| Peugeot | 11,748 | 8,965 | 9,744 | 8,975 | 10,830 | 36,987 | 87,259 |
| Porsche | 13,680 | 16,872 | 19,510 | 13,521 | 15,504 | 95,883 | 174,970 |
| Renault | 18,748 | 15,474 | 12,509 | 6,279 | 6,357 | 80,741 | 140,108 |
| Rolls Royce | 1,002 | 1,108 | 1,128 | 1,232 | 755 | 6,624 | 11,849 |
| Saab | 15,081 | 15,442 | 12,672 | 9,239 | 12,395 | 56,844 | 121,673 |
| Sapporo | 12,260 | 12,599 | 1,366 | | | | 26,225 |
| Subaru | 127,219 | 101,720 | 77,787 | 45,534 | 34,921 | 62,380 | 449,561 |
| Toyota | 505,277 | 435,195 | 476,449 | 326,803 | 232,450 | 953,721 | 2,929,895 |
| Triumph | 12,654 | 16,172 | 28,015 | 25,986 | 19,132 | 107,309 | 209,268 |
| Volkswgn. | 124,564 | 235,728 | 251,668 | 191,289 | 231,574 | 2,602,590 | 3,637,413 |
| Volvo | 56,376 | 50,220 | 45,461 | 41,136 | 53,376 | 277,424 | 523,993 |
| Misc. | 3,140 | 2,884 | 3,962 | 5,626 | 3,389 | 162,416 | 181,417 |
| TOTAL | 2,316,807 | 1,943,111 | 2,003,522 | 1,405,310 | 1,354,454 | 7,026,206 | 16,049,410 |

*—Volkswagen totals do not include cars assembled in the U.S.

# Saab sales up 9 pct. in '79

NYKOPING, Sweden—Worldwide sales of Saab cars increased approximately 9 percent during 1979, according to the Saab Car Division of Saab-Scania AB of Sweden.

In Sweden, where the total automobile market showed some recovery from previous years and increased by 7 percent, Saab sales reached almost 30,000 units, an increase of 8.8 percent. In its first full year of sales on the Swedish market, the Saab 900 climbed to second place in model rankings.

On export markets, Saab reported a record with about 52,000 units reported sold, an increase of 9 percent over 1978. The biggest increases were reported in the United Kingdom, the Netherlands, Finland, Austria and Belgium.

In the U. S., still the largest single export market for Saab cars, sales in 1979 reached 14,979, almost equal to the 1978 results.

Saab-Scania of America, U. S. importer and distributor, was unable to fill the customer demand for certain models, especially the Saab Turbo. The supply of these models, however, is now being filled with additional shipments from Sweden, and sales during 1980 are expected to increase considerably over 1979, Saab said.

Since its introduction in the fall of 1977, almost 25,000 Saab Turbos have been delivered throughout the world. The proportion of Turbos to normally aspirated cars varies greatly from market to market.

In Italy, virtually all Saabs sold have turbocharged engines, while in Germany, Turbo models account for 45 percent of the total Saab sales. In the U. S., Turbos represent about 30 percent of all Saabs sold, and in Sweden, 12 percent.

Production of Saab cars at the assembly plants in Trollhattan and Arlov, Sweden, and Uusikaupunki, Finland, totaled about 84,000 units in 1979, compared with 72,500 units in 1978.

**Deliveries of compact pickups continue to show big gains**

# Truck sales decline in all market segments

Continued from Page 26

panies reported, dealers retailed 179,112 vehicles, compared with 271,888 a year ago. The count through February was 367,443, as against 531,186 in 1979.

Last year's figures have been revised to include sales of window vans, which now are counted as trucks rather than passenger cars.

Chevrolet dealers outsold their Ford counterparts in February for the second consecutive month and boosted Chevrolet's two-month lead to more than 6,700 units.

February sales totaled 71,715 units, down 32.1 percent from the year-ago 105,682. Chevrolet's alltime high for the month. The count included 8,722 LUV compacts, off 25 percent from the record 11,488 retailed in the same month in 1979.

For the two months, Chevrolet dealers sold 146,476 vehicles, a decline of 29.2 percent from last year's 206,970. Included were 18,209 LUV sales, down slightly from the year-earlier 18,837.

Ford dealers retailed 65,283 units during the month, off 37.3 percent from the year-ago 104,123. The total included 7,609 Courier compacts, an increase of 7.3 percent over the 7,092 sold in February, 1979.

Ford's two-month total was 139,702, a drop of 30.5 percent below last year's 201,146 units. Through February, however, Courier sales were up 18.6 percent over a year ago, 15,400 versus 12,988.

Sales of Dodge and Plymouth trucks were down 33.1 percent in February, and the two-month total was off 38.8 percent.

During the month, dealers retailed 24,029 vehicles, compared with 35,936 last year. The total included 4,365 D-50 compacts and 2,101 Arow pickups. D-50 sales were up 95.3 percent over the year-ago 2,234, and Arrow deliveries were 86.8 percent higher than the year-earlier 1,125.

For the two months, sales totaled 44,506 units, compared with 72,724 in 1979. Again, there were dramatic increases in deliveries of the compact pickups. The D-50 was up from 3,729 to 7,944 and the Arrow from 1,980 to 3,809.

GMC reported that its dealers retailed 18,085 trucks in February, a decline of 20.8 percent from the record 26,147 sold in the same month a year ago. The two-month total was down 27 percent, from 50,346 units to 36,759.

Sales of Jeep four-wheel-drive vehicles declined 45 percent in February, from a record 14,820 a year ago to 8,168. The January-February count was 17,339, a decline of 42.2 percent from last year's 29,995.

Volkswagen dealers retailed 1,703 of the U. S.-built compact pickups in February, an increase of 78.5 percent over the 954 sold in January, the first month for which sales of the recently introduced vehicle were reported.

• Datsun compact sales set a record in February. Dealers retailed 10,573 units, an increase of 53.8 percent over last year's 6,874. The two-month total of 21,076 vehicles was 79.4 percent higher than the year-earlier 11,745.

Toyota's February truck sales were the highest for any month in history. Dealers retailed 15,131 units during the month, more than double the 6,326 sold a year ago. The previous any-month high of 15,064 was established last May.

The two-month total was 28,025, an increase of 145 percent over the 11,438 units sold in the comparable period a year ago.

Mazda sales during the month were more than double the count for the previous year. Dealers sold 1,075 vehicles, compared with 466 in 1979. Through February, the total was 1,905, as against 796 a year ago.

### Big Three February, year-to-date truck sales

| | February | | Year to Date | |
|---|---|---|---|---|
| | 1980 | 1979 | 1980 | 1979 |
| **Ford** | | | | |
| Vans | 6,191 | 16,747 | 15,126 | 31,853 |
| Club Wagon | 1,320 | 3,429 | 3,649 | 7,048 |
| Courier | 7,609 | 7,092 | 15,400 | 12,988 |
| Bronco | 3,455 | 6,985 | 7,870 | 13,289 |
| Conventional pickups | 41,163 | 61,952 | 86,406 | 122,597 |
| Mediums | 3,613 | 4,559 | 6,938 | 7,843 |
| Heavies | 1,932 | 3,359 | 4,313 | 7,048 |
| **Chevrolet** | | | | |
| Vans | 9,407 | 14,355 | 18,719 | 29,277 |
| LUV | 8,722 | 11,488 | 18,209 | 18,837 |
| El Camino | 3,730 | 3,668 | 7,737 | 7,418 |
| Blazer | 2,492 | 5,782 | 5,768 | 11,998 |
| Suburban | 2,410 | 3,731 | 4,462 | 7,541 |
| Conventional pickups | 40,065 | 60,509 | 81,700 | 120,079 |
| Mediums | 2,860 | 3,189 | 5,797 | 5,928 |
| Heavies | 234 | 292 | 476 | 547 |
| Sportvan | 1,795 | 2,668 | 3,608 | 5,345 |
| **Chrysler** | | | | |
| Vans | 5,937 | 11,938 | 11,351 | 24,986 |
| Voyager | 597 | 873 | 1,042 | 1,578 |
| Sportsman | 1,768 | 2,834 | 3,250 | 5,220 |
| Arrow | 2,101 | 1,125 | 3,809 | 1,980 |
| D-50 | 4,365 | 2,234 | 7,944 | 3,729 |
| Trail Duster | 445 | 662 | 748 | 1,417 |
| Ramcharger | 1,217 | 1,728 | 2,068 | 3,771 |
| Conventional pickups | 7,599 | 14,542 | 14,294 | 30,043 |
| **GMC** | | | | |
| Vans | 2,337 | 4,034 | 4,752 | 7,582 |
| Caballero | 426 | 515 | 834 | 1,005 |
| Jimmy | 576 | 1,363 | 1,329 | 2,659 |
| Suburban | 425 | 641 | 920 | 1,371 |
| Conventional pickups | 8,926 | 14,813 | 19,800 | 28,780 |
| P models | 455 | 335 | 620 | 765 |
| Mediums | 2,850 | 2,333 | 4,880 | 4,706 |
| Heavies | 2,090 | 2,069 | 3,657 | 3,380 |
| Motor homes | | 44 | | 98 |

# Ad budgets computed for domestic trucks

By Joseph Bohn
Marketing Editor

Domestic truck producers spent $43,405,000 on media advertising in the first six months of 1979, according to a study by a major advertising agency from generally available data.

Ford, the perennial truck leader, actually spent less than Chevrolet during the first half of the year, although the various producers are pretty close in their expenditures.

Chevrolet accounted for 25.14 percent of the industry's expenditures, Ford for 22.23 percent, American Motors for 18.37 percent, International Harvester for 15.55 percent and Dodge for 14.52 percent.

GMC accounted for only 3.95 percent and Plymouth for 0.24 percent.

TV was the dominant advertising medium.

Network TV accounted for 46.57 percent of expenditures—20.48 percent during January-March and 26.09 percent during April-June.

Spot TV accounted for 21.93 percent of six month expenditures—8.97 percent in the first quarter and 12.96 percent in the second quarter.

Magazines grabbed a good share of the budgets—20.11 percent. They accounted for 11.79 percent in the first quarter and 8.32 percent in the second quarter.

Newspapers accounted for 4.10 percent—2.05 percent in the first quarter and 2.05 percent in the second quarter.

Spot radio accounted for 3.94 percent of expenditures — 1.52 percent in the first quarter and 2.42 percent in the second quarter.

For the six months, network radio accounted for 3.14 percent and outdoor for 0.21 percent.

### North Carolina dealers reschedule convention

RALEIGH, N. C.—The North Carolina Automobile Dealers Assn. has rescheduled its 1980 convention, which will now take place May 11-14 at the Pinehurst Hotel, Pinehurst, N. C.

The association cancelled plans to hold the convention in Scottsdale, Ariz.

## FACTORY TRUCK AD EXPENDITURES—6 MONTHS OF 1979

*(In Thousands of Dollars)*

| | JANUARY - MARCH, 1979 | | | | | | | | APRIL - JUNE, 1979 | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Magazine | Newspaper | Outdoor paint post | Network radio | Spot radio | Network TV | Spot TV | Magazine | Newspaper | Outdoor paint post | Network radio | Spot radio | Network TV | Spot TV | 6-Month Total |
| Ford Pickup | 321 | 750 | 22 | | 24 | 1,018 | 354 | 413 | 148 | 8 | 31 | | 3,368 | 465 | 6,922 |
| Ford Van/Club Wagon | 184 | 14 | | | 2 | 254 | | 57 | 19 | 4 | | | 263 | | 797 |
| Ford Specialty | 135 | 17 | | | 3 | 118 | | 119 | 18 | 3 | | | 43 | | 456 |
| Medium, Heavy | 198 | 9 | | | 9 | 36 | | 130 | | | | 41 | | | 423 |
| Courier | 82 | 3 | 32 | | | 34 | 475 | 51 | | 26 | | | 331 | 18 | 1,052 |
| FORD TOTAL | 920 | 793 | 54 | | 38 | 1,460 | 829 | 770 | 185 | 41 | 31 | 41 | 4,005 | 483 | 9,650 |
| Chevy Pickup | 784 | | | | 250 | 1,904 | 443 | 91 | | | 6 | 213 | 1,014 | 313 | 4,418 |
| Chevy Van | 168 | | | | 48 | 812 | 176 | 29 | | | 5 | 213 | 935 | 423 | 2,809 |
| Chevy Specialty | 220 | | | | | | | 33 | | | | 65 | 356 | 45 | 719 |
| Medium, Heavy | 31 | | | | | | | 160 | | | | | | | 191 |
| LUV | 292 | 12 | | | 70 | 1,363 | 204 | 350 | | | | 32 | 394 | 56 | 2,773 |
| CHEVROLET TOTAL | 895 | 12 | | | 368 | 4,079 | 823 | 663 | | | 11 | 523 | 2,699 | 837 | 10,910 |
| GMC Pickup | 316 | | | 43 | 123 | | 20 | 310 | | | 50 | | | 3 | 865 |
| GMC Van | 149 | | | 47 | 124 | | 14 | 12 | | | 48 | | | 1 | 395 |
| GMC Specialty | | | | 17 | | | 7 | 1 | | | 8 | | | | 33 |
| Medium, Heavy | 210 | 42 | | | | | | 140 | 28 | | | | | | 420 |
| TOTAL GMC | 675 | 42 | | 107 | 247 | | 41 | 463 | 28 | | 106 | | | 4 | 1,713 |
| Dodge Pickup | 651 | | | | 4 | 708 | 498 | 197 | | | | | 1,270 | 304 | 3,632 |
| Dodge Van | 110 | | | | 4 | 516 | 328 | 56 | | | | | 853 | 147 | 2,014 |
| Dodge Specialty | 54 | | | | | | | 28 | | | | | | | 82 |
| Medium, Heavy | | | | | | | | | | | | | | | |
| D-50 | | 8 | | | | | 553 | | | | | | | 14 | 575 |
| DODGE TOTAL | 815 | 8 | | | 8 | 1,224 | 1,379 | 281 | | | | | 2,123 | 465 | 6,303 |
| Plymouth | | | | | | | | | | | | | | | |
| Arrow | 101 | 4 | | | | | | | | | | | | | 105 |
| TOTAL PLYMOUTH | 101 | 4 | | | | | | | | | | | | | 105 |
| Jeep C-J | 42 | 27 | | | | 876 | 68 | 110 | 60 | | | | 1,370 | 982 | 3,535 |
| Wagoneer | 349 | | | | | | | 321 | | | | | | 31 | 701 |
| Pickup | 116 | | | | | 383 | 52 | 104 | | | | | 323 | 322 | 1,300 |
| Cherokee | 145 | | | | | 864 | 158 | 36 | 84 | | | | 392 | 761 | 2,440 |
| AMC TRUCK TOTAL | 652 | 27 | | | | 2,123 | 278 | 571 | 144 | | | | 2,085 | 2,096 | 7,976 |
| IH Pickup | | | | | | | | | | | | | | | |
| Scout | 789 | 5 | | | | | 545 | 693 | 525 | | 968 | 486 | 411 | 1,740 | 6,162 |
| Travelall | | | | 136 | | | | | | | | | | | 136 |
| Medium, Heavy | 272 | | | | | | | 171 | 7 | | | | | | 450 |
| TOTAL IH | 1,061 | 5 | | 136 | | | 545 | 864 | 532 | | 968 | 486 | 411 | 1,740 | 6,748 |
| TRUCK INDUSTRY | 5,119 | 891 | 54 | 243 | 661 | 8,886 | 3,895 | 3,612 | 889 | 41 | 1,116 | 1,050 | 11,323 | 5,625 | 43,405 |

# factories list auction dates

## American Motors

March 18 — Colorado Auto Auction, Denver.

March 19—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Southern Auto Sales, S. Main St., Warehouse Point, Ia.

March 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 25 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 26—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 27 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

## Chrysler Corp.

March 17 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

March 18 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

March 19—St. Pete Auto Auction, 14950 Roosevelt Rd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., Kent, Wash.

March 20—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

March 21—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

March 24 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 25 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 26 — St. Pete's Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, N., Minneapolis.

March 27—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 28—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 31 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

## Ford Motor Co.

March 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 19 — Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 20 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

March 26 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

March 27 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

### Model breakdown
Auction averages

| | March to Date | Feb | Jan |
|---|---|---|---|
| 1980 | $7,182 | $6,313 | $6,187 |
| 1979 | 5,121 | 5,151 | 5,414 |
| 1978 | 3,605 | 3,755 | 3,591 |
| 1977 | 2,766 | 2,790 | 2,730 |
| 1976 | 2,120 | 2,214 | 2,233 |
| 1975 | 1,738 | 1,836 | 1,802 |
| 1974 | 1,397 | 1,392 | 1,456 |
| 1973 | 1,051 | 1,127 | 1,138 |
| Overall Average | $3,219 | $3,207 | $3,175 |

### Used car sales
Auction averages

| | |
|---|---|
| March | $3,219 |
| Month ago | $3,232 |
| Year ago | $3,373 |

U. S. makers schedule 154,857

# Week's auto production off 2.5 pct.

By Michele Raquepau
Staff Writer

Auto production last week by U. S. makers of 154,857 declined 2.51 percent from the previous week's 158,840 and was a drop of 25.63 percent from the 208,239 assembled in the comparable 1979 week.

Year-to-date car production of 1,469,810 is a 27.19 percent decline from the 2,018,731 built in the same 1979 period.

General Motors produced 90,715 autos last week and has 66.58 percent of year-to-date production. Ford Motor Co. assembled 38,508 and has an 18.72 percent share of the year's total. Chrysler Corp. built 16,200 last week and has 9.04 percent of the total.

American Motors produced 4,525 units last week and has a 3.12 percent share of year-to-date output. Volkswagen of America built 4,809 cars, and has 2.49 percent of the total. Checker built 100 units, and has 0.05 percent of year-to-date production.

For the third week in a row, VWoA is working one hour of overtime Monday through Thursday on both shifts this week.

All Chrysler assembly plants are working regular schedules this week.

GM's Janesville plant will be down this week for the second of two weeks as will the Pontiac point and companion Fisher Body plant.

The Cadillac assembly plant and companion Fisher Body point will be closed beginning today (March 17) for two weeks.

Chrysler's Jefferson truck plant (light Dodge trucks) is closed beginning today (March 17) for the remainder of the model year to retool for assembly of the company's front-wheel-drive K-car. A Chrysler spokesman said the plant should reopen in early August.

Ford announced it will build its redesigned 1980 Granada at its Atlanta and Mahwah plants. A Ford spokesman said two-thirds of the 100,000 Granadas planned for 1981 will be built at Atlanta. The remainder will be assembled at Mahwah.

The Mercury equivalent, the Monarch, will also be built at Atlanta and Mahwah. Atlanta currently assembles standard Fords, and the Fairmont and Zephyr are built at Mahwah.

Ford's Chicago (Thunderbird), Wixom (Lincoln, Mark VI) and Wayne (Granada, Versailles, Monarch) plants are down this week.

## Truck output up 30 pct. for week; 47,460 assembled

U. S. truck production last week of 47,460 was an increase of 30.89 percent over the 36,260 of the previous week, but off 44.10 percent from the 84,898 assembled in the same 1979 week.

Year-to-date truck production of 421,250 is a decline of 51.79 percent from the 873,711 built by this date in 1979.

Chevrolet has 35.91 percent of year-to-date production. Ford follows closely with a 35.13 percent share. GMC has 8.99 percent of the year's total.

The breakdown for the other truck makers is: Dodge/Plymouth, 7.72 percent; Mack, 1.57 percent; White, 0.45 percent; Jeep, 6.15 percent; AM Corp., 0.81 percent; Volkswagen, 1.21 percent, and miscellaneous trucks, 2.06 percent.

VWoA is working one hour of overtime Monday through Thursday this week for the third week in a row.

GM's St. Louis, Chevrolet Flint and Janesville plants will be down this week.

Chrysler's Jefferson truck plant, which makes light Dodge trucks, is closed for the remainder of the model year beginning today (March 17). The plant will be retooled for production of the front-wheel-drive K-car and should reopen in early August.

## Car production in Canada down 30 pct. for year

Canadian auto production last week of 18,431 fell 4.43 percent from the 19,285 of the previous week and was down 27.98 percent from the 25,591 of the comparable 1979 week.

Year-to-date car production of 174,834 is off 30.39 percent from the 251,155 built by this date in 1979.

General Motors has 66.11 percent of year-to-date production. Ford Motor Co. has a 24.54 percent share. Chrysler Corp. has 7.98 percent of the year's total, and Volvo, 1.37 percent.

Truck production in Canada last week of 14,010 rose 15.34 percent over the 12,147 of the previous week. Last week's total, though, was 20.52 percent below the 17,628 produced in the same week of 1979.

Year-to-date truck production of 116,008 is a decline of 33.10 percent from the 173,422 assembled in the comparable 1979 period.

GM's Oshawa car assembly plant (Monte Carlo, Malibu, Pontiac, LeMans) was down last week. All GM car and truck plants will work regular schedules this week.

Ford's St. Thomas point (Fairmont, Zephyr, Pinto, Bobcat) is working eight hours of overtime this week and next. Last week, St. Thomas worked five hours overtime.

All Chrysler and AMC points are working regular schedules this week.

## U. S. CAR PRODUCTION

| | Week Ended March 15, 1980 | Same Week 1979 | Week Ended March 8, 1980 | March to Date | Jan. 1, to March 17, 1979 | Jan. 1, to March 15, 1980 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 4,525* | 3,050* | 4,760* | 9,285* | 21,784* | 45,811* |
| Gremlin | ..... | ..... | ..... | ..... | ..... | ..... |
| Eagle | ..... | ..... | ..... | ..... | ..... | ..... |
| Concord | ..... | ..... | ..... | ..... | ..... | ..... |
| '78 AMX | ..... | ..... | ..... | ..... | ..... | ..... |
| Pacer | ..... | ..... | ..... | ..... | ..... | ..... |
| Matador | ..... | ..... | ..... | ..... | ..... | ..... |
| Spirit | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 16,200 | 20,055 | 10,481 | 26,681 | 199,752 | 132,857 |
| Plymouth Total | 7,310 | 8,572 | 5,930 | 13,240 | 76,234 | 61,639 |
| Horizon | 3,280 | 3,364 | 3,364 | 6,644 | 39,003 | 34,246 |
| Volare | 3,240 | 4,981 | 2,546 | 5,786 | 35,784 | 21,234 |
| '80 Gran Fury | 670 | ..... | ..... | 670 | ..... | 5,262 |
| Caravelle | 120 | 227 | 20 | 140 | 1,447 | 897 |
| Chrysler Total | 2,430 | 3,294 | 282 | 2,712 | 44,905 | 16,572 |
| Chrysler | 400 | ..... | ..... | 400 | 22,551 | 3,662 |
| LeBaron | 2,030 | 3,294 | 282 | 2,312 | 22,354 | 12,910 |
| Dodge Total | 6,460 | 8,189 | 4,269 | 10,729 | 78,613 | 54,646 |
| Omni | 2,840 | 3,209 | 2,756 | 5,596 | 32,699 | 30,601 |
| St. Regis | 530 | ..... | ..... | 530 | 8,638 | 3,543 |
| Diplomat | 930 | 1,627 | 62 | 992 | 12,284 | 5,374 |
| Aspen | 2,160 | 3,353 | 1,451 | 3,611 | 24,992 | 15,128 |
| FORD MOTOR | 38,508 | 55,452 | 38,366 | 76,874 | 543,655 | 275,168 |
| Ford Division | 26,721 | 35,386 | 25,373 | 52,094 | 342,776 | 194,597 |
| Pinto | 3,299 | 4,439 | ..... | 3,299 | 39,264 | 11,691 |
| Mustang II/Mustang | 7,189 | 8,532 | 7,133 | 14,322 | 87,126 | 51,249 |
| Fairmont | 7,052 | 4,707 | 6,588 | 13,640 | 34,571 | 52,358 |
| Granada | 3,177 | 4,268 | 3,421 | 6,598 | 34,430 | 19,158 |
| LTD II | ..... | 923 | ..... | ..... | 10,770 | ..... |
| Thunderbird | 2,364 | 7,960 | 6,231 | 8,595 | 75,019 | 37,507 |
| Ford | 3,640 | 4,557 | 2,000 | 5,640 | 61,596 | 22,634 |
| L-M Division | 11,787 | 20,066 | 12,993 | 24,780 | 200,879 | 80,571 |
| Mercury Total | 11,546 | 15,278 | 10,514 | 22,060 | 151,677 | 70,709 |
| Bobcat | 751 | 944 | ..... | 751 | 10,380 | 2,795 |
| Capri | 2,213 | 2,572 | 2,372 | 4,585 | 23,896 | 16,392 |
| Zephyr | 2,404 | 1,559 | 2,148 | 4,552 | 12,065 | 16,724 |
| Monarch | 1,382 | 2,373 | 1,120 | 2,502 | 19,415 | 6,519 |
| Cougar/XR7 | 2,226 | 4,612 | 2,289 | 4,515 | 48,578 | 13,834 |
| Mercury | 2,570 | 3,218 | 2,585 | 5,155 | 37,343 | 14,445 |
| Lincoln Total | 241 | 4,788 | 2,479 | 2,720 | 49,202 | 9,862 |
| Lincoln | ..... | 2,344 | 943 | 943 | 23,704 | 3,432 |
| Versailles | 241 | 624 | 259 | 500 | 6,065 | 1,203 |
| Mark VI | ..... | 1,820 | 1,277 | 1,277 | 79,433 | 5,227 |
| GENERAL MOTORS | 90,715 | 123,098 | 100,448 | 191,163 | 1,194,022 | 918,641 |
| Buick Division | 19,445 | 17,983 | 19,596 | 39,041 | 175,318 | 186,096 |
| Skyhawk | ..... | 595 | ..... | ..... | 5,520 | ..... |
| Skylark/'79-'80 | 4,638 | 1,499 | 5,129 | 9,767 | 6,945 | 50,448 |
| Century | 4,633 | 1,146 | 4,286 | 8,919 | 11,589 | 36,572 |
| Regal | 4,619 | 6,433 | 4,679 | 9,298 | 61,065 | 44,938 |
| Buick | 4,310 | 7,025 | 4,253 | 8,563 | 74,965 | 40,855 |
| Riviera | 1,245 | 1,285 | 1,249 | 2,494 | 15,234 | 13,283 |
| Cadillac Division | 7,168 | 9,968 | 6,976 | 14,144 | 100,511 | 66,949 |
| Seville | 1,055 | 1,262 | 1,058 | 2,113 | 13,708 | 12,009 |
| Cadillac | 4,568 | 6,887 | 4,370 | 8,938 | 66,489 | 39,852 |
| Eldorado | 1,545 | 1,819 | 1,548 | 3,093 | 20,314 | 15,088 |
| Chevrolet Division | 38,015 | 52,993 | 41,923 | 79,938 | 503,342 | 411,492 |
| Chevette | 9,500 | 7,539 | 9,424 | 18,924 | 67,972 | 99,690 |
| Monza | 3,481 | 3,094 | 3,482 | 6,963 | 37,157 | 32,756 |
| Camaro | 3,270 | 6,279 | 2,865 | 6,135 | 68,267 | 29,377 |
| Nova/Citation | 10,184 | 5,147 | 9,632 | 19,816 | 21,409 | 101,550 |
| Malibu | 6,563 | 9,149 | 6,373 | 12,936 | 92,884 | 57,388 |
| Monte Carlo | 2,697 | 7,394 | 2,813 | 5,510 | 73,907 | 30,776 |
| Chevrolet | 1,320 | 13,394 | 6,175 | 7,495 | 131,122 | 49,359 |
| Corvette | 1,000 | 997 | 1,159 | 2,159 | 10,624 | 10,596 |
| Oldsmobile Division | 16,497 | 24,020 | 16,755 | 33,252 | 239,785 | 174,238 |
| Starfire | ..... | 518 | ..... | ..... | 4,529 | ..... |
| Omega/'79-'80 | 2,322 | 736 | 2,425 | 4,747 | 3,568 | 26,134 |
| Cutlass | 6,670 | 11,793 | 6,746 | 13,416 | 111,566 | 72,076 |
| Oldsmobile | 6,370 | 9,582 | 6,447 | 12,817 | 104,647 | 64,418 |
| Toronado | 1,135 | 1,391 | 1,137 | 2,272 | 15,475 | 11,610 |
| Pontiac Division | 9,590 | 18,134 | 15,198 | 24,788 | 175,066 | 139,866 |
| Acadian† | 400 | 449 | 600 | 1,000 | 4,571 | 3,920 |
| Sunbird | 3,131 | 2,347 | 3,068 | 6,199 | 21,911 | 33,719 |
| Phoenix/'79-'80 | 2,819 | 1,702 | 2,820 | 5,639 | 4,327 | 28,649 |
| Firebird | 2,490 | 4,864 | 2,186 | 4,676 | 50,986 | 21,911 |
| LeMans | 430 | 2,301 | 1,649 | 2,079 | 24,030 | 13,245 |
| Grand Prix | ..... | 2,109 | 2,099 | 2,099 | 23,424 | 16,567 |
| Pontiac | 320 | 4,362 | 2,776 | 3,096 | 45,817 | 21,855 |
| VOLKSWAGEN | 4,809 | 3,765 | 4,699 | 9,508 | 29,520 | 36,652 |
| CHECKER | 100* | 93 | 86 | 186 | 1,034 | 681 |
| Total Cars, U. S. | 154,857 | 208,239 | 158,840 | 313,697 | 2,018,731 | 1,469,810 |

## CANADIAN CAR PRODUCTION

| | Week Ended March 15, 1980 | Same Week 1979 | Week Ended March 8, 1980 | March to Date | Jan. 1, to March 17, 1979 | Jan. 1, to March 15, 1980 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 3,200 | 4,411 | 1 | 3,201 | 38,746 | 13,958 |
| FORD MOTOR | 7,146 | 7,848 | 7,086 | 14,232 | 74,057 | 42,899 |
| GENERAL MOTORS | 7,872 | 13,152 | 11,973 | 19,845 | 136,408 | 115,582 |
| VOLVO | 213 | 180 | 225 | 438 | 1,944 | 2,395 |
| Total Cars, Canada | 18,431 | 25,591 | 19,285 | 37,716 | 251,155 | 174,834 |
| N. American Cars | 173,288 | 233,830 | 178,125 | 351,413 | 2,269,886 | 1,644,644 |
| N. American Trucks | 61,470 | 99,800 | 48,407 | 109,877 | 1,018,169 | 537,258 |
| North American Cars and Trucks | 234,758 | 333,630 | 226,532 | 461,290 | 3,288,055 | 2,181,902 |

†—All Canadians are built for sale in Canada. *—Estimated.

## TRUCK PRODUCTION IN U. S.†

| | Week Ended March 15, 1980 | Same Week 1979 | Week Ended March 8, 1980 | March to Date | Jan. 1, to March 17, 1979 | Jan. 1, to March 15, 1980 |
|---|---|---|---|---|---|---|
| CHEVROLET | 16,560 | 25,445 | 8,948 | 25,508 | 272,833 | 151,267 |
| DODGE/PLYMOUTH | 4,500 | 12,156 | 4,589 | 9,089 | 128,292 | 32,528 |
| FORD | 17,524 | 29,720 | 14,183 | 31,707 | 302,960 | 148,004 |
| GMC | 3,609 | 7,485 | 3,090 | 6,699 | 77,664 | 37,862 |
| INTERNATIONAL | ..... | 3,414 | ..... | ..... | 32,208 | ..... |
| MACK | 625 | 883 | 663 | 1,288 | 8,317 | 6,599 |
| WHITE | 125 | 245 | 167 | 292 | 3,467 | 1,894 |
| JEEP | 2,850* | 4,200* | 2,620* | 5,470* | 33,345* | 25,918* |
| AM CORP. | 180* | 475* | 430* | 610* | 4,775* | 3,402* |
| VOLKSWAGEN | 687 | ..... | 670 | 1,357 | ..... | 5,116 |
| MISCELLANEOUS | 800* | 875 | 900 | 1,700 | 9,850 | 8,660 |
| Total Trucks, U. S. | 47,460 | 84,898 | 36,260 | 83,720 | 873,711 | 421,250 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended March 15, 1980 | Same Week 1979 | Week Ended March 8, 1980 | March to Date | Jan. 1, to March 17, 1979 | Jan. 1, to March 15, 1980 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 1,600 | 2,213 | ..... | 1,600 | 22,631 | 4,697 |
| FORD MOTOR | 4,826 | 6,437 | 4,673 | 9,499 | 60,375 | 40,970 |
| GENERAL MOTORS | 6,094 | 6,900 | 6,167 | 12,261 | 69,182 | 59,752 |
| AMERICAN MOTORS | 900 | 1,460 | 862 | 1,762 | 14,846 | 6,704 |
| INTERNATIONAL | 465 | 454 | 314 | 779 | 4,654 | 2,594 |
| MACK | 60 | 84 | 66 | 126 | 826 | 636 |
| WHITE | 65 | 80 | 65 | 130 | 908 | 655 |
| Total Trucks, Canada | 14,010 | 17,628 | 12,147 | 26,157 | 173,422 | 116,008 |
| N. American Trucks | 61,470 | 99,800 | 48,407 | 109,877 | 1,018,169 | 537,258 |

Jeep includes commercial vehicles only. AM General includes government-dust/and vehicles.
**—Revised †—Now includes van production.

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# Carter opposes attempts to restrict Japanese trade

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Carter Administration last week rejected as illegal, ineffective and counterproductive any attempts at restricting Japanese auto imports into the U. S.

At hearings before the House Trade subcommittee, U. S. Trade Representative Reuben Askew said such restrictions, voluntary or enforced, would go counter to the recently passed Multinational Trade Agreements, enhance the possibility of new trade wars and not really provide any benefit to the U. S. or the domestic auto industry.

"There is a serious question as to whether restrictions on imports of fuel-efficient cars would result in any significant increase in the production and sale of less fuel-efficient American cars," Askew said.

More importantly, import restrictions would cause higher average prices for automobiles and increased fuel consumption at a time when reducing inflation and promoting energy conservation are paramount national objectives, he said.

"The Administration opposes legislation to restrict imports of automobiles and discourages voluntary restraints on exports of automobiles to the United States by other countries," Askew said.

The Administration believes the proper course is to encourage the Japanese to build production facilities in the U. S. and provide better access to the Japanese market for American autos and auto parts, the trade representative said.

Japanese auto makers sold nearly 2 million cars and trucks in the U. S. last year while the American makers sold but 19,000 cars and trucks in Japan. The U. S. auto parts makers sold the Japanese $80 million in parts, a miniscule amount in the face of the nearly $9 billion in auto trade the U. S. had with Japan.

Those statistics, the severe sales slump of U. S.-built autos and the more than 180,000 United Auto Workers out of work have fostered protectionist sentiments in the Congress this year.

Trade Subcommittee Chairman Charles Vanik, Ohio Democrat, asked the Japanese makers earlier this month to voluntarily decrease their exports to the U. S. by 100,000 this year and another 100,000 next year to ease the pressure on the U. S. auto industry as it goes through the costly process of retooling to build small, fuel-efficient cars.

Such an initiative would head off a crisis that will "probably require the next administration to invoke Section 122 temporary quota or tariff authority against all Japanese products or invite protective legislation from the Congress," Vanik said.

But the Administration, the Automobile Importers of America and a panel of auto industry specialists said such a course would be counter - productive. The present situation is but a temporary one, they said, caused by the domestic auto industry's failure to anticipate rapidly rising gasoline prices.

They said the Japanese are having so much success only because they happened to have the right vehicles at the right time.

Administration and Wall Street analysts predict import penetration will peak this year at 26 percent and slide to more traditional levels of 15 to 20 percent by the mid-1980s when full production of U. S.-made small cars is reached.

Indeed, they see a much

Continued on Page 46, Col. 1

## Amphibious auto

***For highways and waterways***

Conte is a new amphibious passenger car produced by Herzog Co., Hofheim, Germany. Powered by a German Ford V-6 2.3 or 2.8-liter engine, Conte is 212.6 inches in length, seats five, offers exchangeable hard and soft tops and sells for about $40,000.

# breaking news

### Orion and Aries replace Aspen and Volare in '81

DETROIT.—Plymouth's version of the new Chrysler K-car will be called Orion, sources indicate. The name was used previously on a fictional car in Arthur Hailey's book, Wheels. The Dodge K-car will be called Aries. The new front-drive compacts for '81 replace Aspen and Volare.

### Import restriction urged in U K

LONDON.—A British union leader has submitted a resolution to the Labor Party's National Executive calling for controls on car imports and for 40 percent local content. Import sales in the UK accounted for better than 57 percent of the February market, a gain of 5 percent over the previous year.

### Honda to send team to BL

TOKYO.—Honda plans to send a team of about 35 engineers and managers to England later this year to help launch the Bounty, the new car BL is scheduled to start building in mid-1981. Honda has indicated that its agreement with BL insures continuation of Bounty production even if BL's problems should put that company's future in doubt. Bounty production is scheduled for 80,000 a year.

See BREAKING NEWS, Page 51, Col. 1

**3 engines involved, K-car included**

# Chrysler granted '81 waiver on CO

WASHINGTON. — EPA is changing its mind and will grant some relief from the carbon monoxide standard for certain Chrysler Corp. engines because of the company's unstable financial condition and because without a waiver, some Chrysler K-cars and other vehicles may have such severe driveability problems as to be unacceptable to consumers.

EPA is granting a waiver from the 3.4 grams per mile CO standard for 1981 models only for Chrysler's 2.2-liter, 2.4-liter and 5.2-liter 2V engine families.

The 2.2-liter four, to be built at Trenton, will be standard in the K-car and an option for Omni and Horizon. The 2.6-liter four, a Mitsubishi engine, will be a K-car option. The 5.2-liter (318-CID) engine will be the last Chrysler V-8 and an option for standard - size cars, light trucks and vans.

But EPA will not give Chrysler a waiver for 1982 models since by that time, Chrysler may be in better financial condition and should be able to deal with the driveability problem.

EPA made it clear that technology exists, but Chrysler either does not have it or cannot buy it and apply it without genuine risks to itself, to the federal government which has promised loan guarantees and to the public which now has a taxpayers' stake in the company and which buys the product.

Therefore, for one year only for these engines, Chrysler has permission to meet the 7.0 gpm standard.

But at the same time, EPA Administrator Douglas Costle denied Chrysler's request for reconsideration for its 5.2-liter EFM engines for both '81 and '82 models. EPA said there is much less risk for Chrysler in cost, driveability or fuel-economy problems in meeting the statutory requirement of 3.4 gpm CO. Besides, data in the record shows that Chrysler products using this engine will be driveable by Chrysler's standards.

Still pending at EPA is an application by Ford Motor Co.—its first—for a waiver from the CO statutory level for the 1.3-liter engine for the Ford Escort and the 1.6-liter for the Mercury Lynx.

Also pending are several reconsiderations of waivers not granted earlier: General Motors for the 4.9-liter (301-CID) turbocharged engine made by Pontiac and planned for Pontiacs and Chevys, Peugeot for the V-6 for the 604 (ZN) and Renault for the 85-CID for Le Car.

• Last September, EPA granted Chrysler CO waivers for the 1.7-liter engine (the Volkswagen stub grown bigger), the 3.7-liter used in compact and intermediate models, and the 5.2-liter 4V engine.

But last September, the situation was not as clear as now with Chrysler's 1979 loss of more than $1 billion.

While denying some CO waivers might not put Chrysler out of business, "it could still pose an especially significant impact on Chrysler's continued viability," EPA said. It could significantly impact the company's cash flow position and might impede its effort to get outside financing. Moreover, it might also affect the general public if Chrysler could not sell its products.

The federal government and, ultimately, the taxpayer could be liable for up to $1.5 billion in loan guarantees and at least

Continued on Page 46, Col. 4

# Seats-in tests allowed for side-door strength

WASHINGTON.—An optional safety standard for side - door strength that would allow a maker to leave the seats in the vehicle while it is being tested has been adopted by NHTSA.

Acting at the request of Volvo, the safety agency said the new approach opened the way for innovative new design in side-impact protection while offering the possibility of improved fuel economy through weight reduction.

The Volvo design does away with the heavy door beams now used to meet the door-strength standard, while at the same time offering enhanced protection. Testing done by the firm indicates that the system could provide protection in peak crush forces of up to 16,000 pounds.

NHTSA had proposed that all makers choosing to leave the seats in the vehicle when testing for side door strength meet a peak crash standard of 16,000 pounds, but after having heard from them has chosen to reduce that requirement to 12,000 pounds.

Similarly, it reduced its proposed intermediate crush resistance level from 7,000 pounds to 4,375.

Currently, vehicle side doors must not deform more than 18 inches inward when the door is subjected to a force of 7,000 pounds or two times the curb weight of the vehicle, whichever is less.

NHTSA says leaving the seats in the vehicle will add from 4,000 to 5,000 extra pounds of crush resistance.

The safety agency says makers choosing to leave the seats in the vehicle to meet the optional standard must meet the standard no matter the position of the seats.

It was effective as of March 17.

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